

The Rotarian

AN INTERNATIONAL MAGAZINE

OCTOBER • 1952

Nations Must Trade
HUGH GAITSKELL

Eyes Front!
WM. F. McDERMOTT

Bosses Poor Losers?





Could you stay in business with records like these?

The records on which the very life of your business depends should be safeguarded against destruction by fire.

Don't rely on your "fireproof" building for protection. It won't burn but its combustible contents will — furnishings, floor coverings and records.

And don't rely on your standard steel filing cabinets either. Their thin walls only transmit heat, scorching papers within beyond recognition in as little time as five minutes.

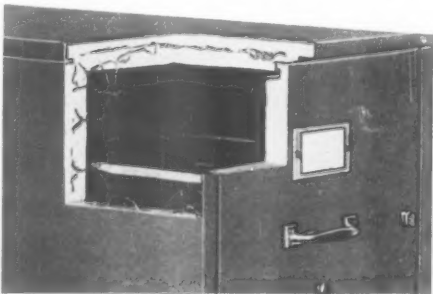
You're insured? Read your policy. Insurance doesn't cover loss of business records. In fact you *need* accurate records to establish your proof of loss status.

CERTIFIED FIRE PROTECTION FOR EVERY VITAL RECORD

Act now — before fire strikes — to protect your ledgers, correspondence, inventory records, tax records and other "recorded assets" in Remington Rand Insulated Safe-Cabinet equipment. Full range of Safe-Files and other convenient, economical, "point-of-use" units to choose from... some 200 models, the world's largest selection, certified for 1 to 4 hour fire protection, according to your fire hazards.

Free 8-page booklet, No. SC-684, describes this "point-of-use" equipment in detail. Get your copy today from

the nearest Remington Rand Business Equipment Center. Or, write to Room 1398 Management Controls Reference Library, 315 Fourth Ave., New York 10, N. Y.



Remington Rand Safe-File with top corner cut away, revealing built-in, steel-reinforced, monolithic insulation. This, and interlocking tongue and groove construction of drawer openings, make each drawer a separate, fire-protected compartment.

**CERTIFIED FIRE PROTECTION AT POINT-OF-USE!
OVER 200 MODELS TO CHOOSE FROM**

Remington Rand
N. Y. C.

Your Letters

A Voice Prompts a Verse

From JAMES E. BLISS, Rotarian
Dentist
Fillmore, California

The voice of The Scratchpad Man was heard asking a thought-provoking question in *By the Way* in THE ROTARIAN for September: "How'd you feel if you drove 75 miles to give the best part of your day to speak to a Rotary Club—then had a squad of your hosts duck out after eating?"

Perhaps Club Presidents who are disturbed by such flights on the part of their fellows will agree with the theme of this verse, which I composed in line with The Scratchpad Man's point:

A PRESIDENT'S PLEA (SE)

*If sometimes you must leave early—
That's all right—but fellows, surely,
Ninety minutes once a week
Won't break or make your business peak?
So—get the Rotary "staying habit!"—
Don't eat, then rush off like a rabbit.*

Re: Dr. Millikan's 'Ought'

By SELIG S. AUERBACH, Rotarian
Rabbi
Aberdeen, South Dakota

Robert A. Millikan's views in *A Time to Renew Our Faith* [THE ROTARIAN for July] are some of the finest contributions to religious thought in modern times.

In one point, however, I cannot agree with Dr. Millikan. That is when he says that a man's duties and his conduct toward society "must be determined by science or intelligence, rather than by conscience." I think that the "ought" of religion, of which Dr. Millikan speaks just a sentence before the one quoted, tells us our duties, and prescribes our conduct toward society. It is the law or the laws of religion, broken down for the individual into the laws of his own denomination. If all of us would follow these laws, and use science and our intelligence to understand these laws and their underlying motives, then we would never be in doubt of what our duties are.

'I Serve' Symbolizes Rotary

To CASPER APELAND, Lacquer Mfr.
Governor, Rotary District 214
Waukegan, Illinois

In THE ROTARIAN for August Floyd Chalfant presents a searching thought in his *Rotary in a Word—or Two*. He wanted a statement of Rotary's purpose and found it in "He serves."

Rotary, as I have come to know it, however, is a personal responsibility which cannot be delegated to another. Rotary is recognizing, more and more, that its greatest purpose is to rekindle in the heart of man the consciousness that he alone is responsible for his talents, his conduct, his practices. The accomplishments of individual Rotarians are paramount—the accomplishments of Rotary as an organization, glorious as they are, are of lesser importance. As

3

ever-present DANGERS...

all hard to avoid!



...but your insurance
agent can save you from
the consequences!

Through a single insurance policy, you can be protected against financial loss due to the loss of money and securities from DISHONESTY, DESTRUCTION or DISAPPEARANCE. And it makes no difference whether any of these 3 D's happens on or off your premises.

Your American Surety Agent will fit this "3-D" policy to the exact needs of your business. Play safe—phone him today!

For the best in protection—
call your American Surety Agent!



AMERICAN SURETY COMPANY

100 Broadway, New York 5, N. Y.

FIDELITY • SURETY • CASUALTY • INLAND MARINE • ACCOUNTANTS LIABILITY
AVIATION INSURANCE THROUGH UNITED STATES AVIATION UNDERWRITERS, INC.



OVER HALF OF ALL TOP-RATED FIRMS USE *Speed Sweep*

THE BRUSH WITH THE STEEL BACK



M D Sweeps cleaner-faster
Outlasts ordinary brushes 3 to 1!

Write for Styles, Sizes and Prices Today!

MILWAUKEE DUSTLESS BRUSH CO.
538 N. 22 STREET, MILWAUKEE 2, WISCONSIN

Send complete facts about Speed Sweep.

Name

Address

City Zone State

we measure up to our personal obligations and opportunities, we revive in men throughout the world the will to do those things, assume those responsibilities which they have been passing on to the State and other agencies with tragic results.

Therefore, to me, "I serve" symbolizes Rotary at its best.

Follow-up on London Busses

By ROY CLAIR, Rotarian
General Manager, Convention Bureau
Sacramento, California

Noting the picture of the London busses in *The Editors' Workshop* [THE ROTARIAN for August] brings to mind the visit of the busses to Sacramento.

It was my privilege to act as master of ceremonies on the occasion, at which time we believed it a good idea to present each member of the visiting party with the seal of the State of California. This was done. The seals were secured from our Secretary of State and signed personally by Governor Earl Warren. In that the Governor's itinerary took him from the city immediately following the signing of these seals, it was arranged for his personal secretary to make the presentation.

In addition to that, our own Rotary Club President, Clyde Shurtleff, and our Secretary, Eddie Mulligan, presented the British Consulate General with a gavel, to be presented to the Rotary Club of London on behalf of the Rotary Club of Sacramento.

Footnoting "Rotary in a Word"

By OSCAR P. McCARY, Rotarian
Electric Distributor
Kilgore, Texas

Floyd Chalfant in his *Rotary in a Word—or Two* [THE ROTARIAN for August] says that the word "profit" has been found fault with by a great many Rotarians at one time or another.

Why does a man marry and establish a family if it is not for the profit of a wife's smile and a child's laugh?

Why does a man affiliate with a church and attend its services and support it if it is not for the profit of the respect of the people he meets and the expectation of profit hereafter?

Why does a man work day by day and struggle with the business problems he encounters each day if it is not for profit so that he may support his family, his church, and other institutions?

I would like to have someone explain why we attend Rotary meetings if it is not for the informative, intellectual, and inspirational profit that we get from Rotary meetings.

If a great many Rotarians object to the word "profit," I would like to know their philosophy of life.

"We Were Delighted Too!"

Adds Jos. K. SHANAHAN, Banker
Secretary, Rotary Club
Marcellus, Michigan

THE ROTARIAN for June carried a small feature entitled *Doerte Delighted*. Readers will recall that it told of Doerte Anna-Liese [Continued on page 36]

FREE TICKETS

15 dramatic Aetna films
available without charge
for group showings

For worthwhile, informative entertainment your members will enjoy, plan to include these and other Aetna films on your programs this year:

"The Secret Service Story" behind the scenes with one of the most important federal crime-fighting agencies. (17 min.)

"Fatal Seconds" — a highway safety film with a story that's hard to forget. (10 min.)

"Aim for Safety" — filmed in color and filled with hints on hunting safety. (17 min.)

SEND FOR
FREE CATALOG

Public Education Dept., R-2
Aetna Life Affiliated Cos.
Hartford 15, Connecticut

Please send catalog and booking information on all the Aetna 16 mm. sound films which are available without charge for group showings. Continental U. S. only.

Name

Address



THE MOST FAR REACHING NAME
IN LOSS PREVENTION

AETNA CASUALTY & SURETY COMPANY
Affiliated with: Aetna Life Insurance Company

"RESULT-PRODUCING INQUIRIES"—

says Finnell Systems Inc.

Manufacturers of

**FLOOR MAINTENANCE
EQUIPMENT**

That's understandable. Of the 285,000 subscribers to *The Rotarian* magazine, 71.7% buy or approve purchases of materials, equipment, supplies and services.

These men are also active in civic and municipal affairs and exert a tremendous influence in purchases for church, school, hospital and institutional use.

These are the men who can say "YES" . . . and they have what it takes to buy what you sell.

Want to reach them? Ask us.

The Rotarian

25 E. WACKER DR., CHICAGO 3, ILL.

THE ROTARIAN

THIS ROTARY MONTH

NEWS NOTES FROM 35 EAST WACKER DRIVE, CHICAGO

PRESIDENT. As this issue reached farthest readers, President H. J. Brunner and wife, Ann, were enplaning from New York for Paris to begin a 17-day visit with Rotary Clubs on the European Continent. From France, the President's itinerary takes him to Luxemburg, Germany, the Saar, and Switzerland. In Zurich, Switzerland, he will attend the meeting of Rotary's European, North African, and Eastern Mediterranean Advisory Committee, and later the Paris meeting of the 1953 Convention Committee (see below). Mid-October will find him back in Chicago for more Committee meetings and further Rotary Club visits in the U. S. Midwest.

1953 CONVENTION. Before taking off for Europe, President Brunner dispatched a series of administrative matters—one of them issuance of the Official Call to Rotary's 1953 Convention (see page 16). Paris is to be the Convention site and the date will be May 24-28. It is to be a full-scale Convention—as contrasted with the "delegates' Convention" held in Mexico City—and North American Rotarians planning to go may make arrangements for transatlantic passage, via steamship or air, and for European tours through Rotary's North American Transportation Committee, 587 Fifth Avenue, New York, N. Y. Now is not too early to make reservations. Hotel accommodations for the Convention will be made by the Housing Committee in Paris, application forms going to all Clubs from the Central Office in late September.

MEETINGS. European, North African, and Eastern Mediterranean Advisory Committee...Oct. 7-10.....Zurich
1953 Convention Committee.....Oct. 11-13.....Paris
Finance Committee.....Oct. 27-28.....Chicago
Executive Committee.....Oct. 29-31.....Chicago

FELLOWS. About now, Rotary's crop of 111 Foundation Fellows for 1952-53 are beginning to cross international boundaries around the world as they go to begin their studies in other lands. These 81 men and 30 women (see page 20) come from 34 countries, and will study for one year in 16 different lands.

U. N. WEEK. Set for October 20-26 by proclamation of Rotary's President (see page 6), United Nations Week in Rotary will see Clubs organizing community-wide observances to promote among individual citizens better understanding of U. N. peace aims. Suggested activities for the Week are contained in two program papers—"For a Lasting Peace" and "Seven Days Make a Week"—sent to all Club Presidents in the United States, Canada, and Bermuda and other English-speaking areas.

MEMBERSHIP. Computed and announced recently were membership figures for each of the six geographical areas into which the Rotary world is divided for administrative purposes. Figures represent membership gains in terms of individual Club members for last six-month period of 1951-52: USCB region, 4,000; South America, Central America, and the Antilles, 300; Great Britain and Ireland, 500; Continental European, North African, and Eastern Mediterranean Region, 2,000; Asia, 500; Australia, New Zealand, South Africa, and other places, 400.

VITAL STATISTICS. On August 26 there were 7,600 Clubs and an estimated 361,000 Rotarians. New and readmitted Clubs since July 1, 1952, totalled 28.

The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.
(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

FREE TO EXECUTIVES!

Tells How
To Keep Prospects Reminded With
Autopoint
TRADE MARK
BUSINESS GIFTS

New
"Autopoint"
Combination
Matching
Ball Point Pen and Pencil Set

New "Autopoint"
PLASTIC
BILLFOLDS

Simulated Pin Seal
Lizard and Alligator Grains

Send now for this booklet of
"Your 37 Sales Plans" showing
how "Autopoint" inexpensive
Business Gifts build good will,
get you more sales at less cost,
keep customers repeating.

Used and praised by leading
sales executives, this booklet
gives you 37 tried and proved
ways to make useful "Autopoint"
Gifts pay dividends. Mail coupon
for your free copy and Catalog
of gifts that get the business.

How To Cut Your Firm's Pencil Costs IN HALF!

Let us show you how. Famous "Autopoint" Pencils for Organization use save pencil sharpening time, give you greater efficiency—can cut your pencil costs IN HALF! Check coupon.

"Autopoint" is a trademark of Autopoint Co., Chicago

MAIL COUPON FOR FREE BOOKLET

AUTOPOINT CO., Dept. R-10, Chicago 40, Ill.
Send free copy of booklet "Your 37 Sales Plans",
and catalog of "Autopoint" Business Gifts.
☐ Send money-saving facts and quantity prices
on "Autopoint" Pencils for Organization Use.

Name _____
Company _____
Position _____
Street Address _____
City _____ Zone _____ State _____
☐ Check here to have representative call.

The Editors'

WORKSHOP

ON AN EASEL in the reception room of Rotary's Central Office stands an architectural sketch which when reduced to a small halftone looks like this:



The hand lettering across the base reads "Building for Headquarters of Rotary International." As we go to press, six men are gathering around a table here to sit down and form an opinion on exactly what the building should look like—recognizing that it must be substantially as delineated in this drawing which has the approval of the municipal authorities concerned. The six are the RI Headquarters Committee, and after they have threshed through the sheaves of ideas about a headquarters building that have piled up in Rotary's 47 years and have determined what they will recommend to Rotary's Board, then we will help to spread the full story-to-date before you. Watch the November issue for it. Meanwhile these basic facts, as released to the press in late August: The site is a lot of 66,000 square feet in Evanston, Illinois, a Chicago suburb. The contemplated three-floor building will occupy approximately one-quarter of the lot area and will provide about 40,000 square feet of office space. Cost of land and building, which should be ready for occupancy by the 150 Secretariat staff members by October 1, 1954, will be about \$750,000.

IT'S PARIS in '53, as President Brunner announces on page 16 . . . and what a 44th Annual Convention that should make for Rotary! Our part in the large task of readying things for it will be to help you keep abreast of plans . . . and to report such facts as that ten steamships and flocks of airplanes are already booked to get Western Hemisphere folks to it and that many Paris hotels are already signed up to house Conventioneers from all parts of the world. Articles, photos, items, and reports in coming issues will tell of Paris and of France and of pre- and post-Convention tours that can widen the horizons of all who go. This being a Convention without restriction upon Rotary attendance, the "all who go" will

number many thousands—perhaps the largest number of persons ever to attend a Rotary Convention held outside of North America. . . . Next month a feature on the great trade fairs of Europe.

THE FUTURE is what we shall all be living in tomorrow and, as Author Bill McDermott advocates, we therefore need to give it proper heed and draw inspiration from its contemplation. At the same time, in all our organizations, we need to keep looking back at what we once decided, voted, and wrote into the rules. One principle that has accounted for a part of Rotary's strength is that which enjoins Clubs to eschew divisive political discussion. In this (for many readers) pre-election month it may be well to quote Article IX on Public Affairs from the Standard Club Constitution:

SECTION 1—The general welfare of the community is of concern to the members of this Club and the merits of any public question involving such welfare may be fairly and intelligently studied and discussed before a Club meeting for the enlightenment of its members in forming their individual opinion. However, this Club shall not express an opinion on any pending controversial public measure.

SECTION 2—This Club shall not endorse or recommend any candidate for public office and shall not discuss at any Club meeting the merits or demerits of any such candidate.

As we read Frank Luther Mott's study, we are re-impressed by the not dissimilar impartiality of the free press—and we present the article as a salute to all papers that will be celebrated in National Newspaper Week October 1-8.

'BOY FISHING.' Just that is the photographer's title of this month's cover. The late John Kabel, noted master of the lens in North America, took the picture. Public Pictorial Service supplied the color transparency. . . . The small "sub-feature" on page 25 somehow reminds us that October brings, among many other "weeks," one called National Employ the Physically Handicapped Week. Doing what that rather long title suggests may strike many readers as a very good idea and one to act on. . . . The widespread reprinting of articles from your Magazine by other journals and papers goes on. One recent request that caught our eye was for permission to reprint in *Die Austere*, a Nuremberg monthly, André Maurois' study of *The True France* . . . We don't know who said it, but we'll close on this: "The only way to multiply happiness is to divide it."—Eos.

ABOUT OUR CONTRIBUTORS



Mott

At age 11, FRANK LUTHER MOTT ink-stained his fingers setting type for his father's newspaper in What Cheer, Iowa. Sobred to journalism, he became a reporter, owner, and later turned to teaching. He is now dean emeritus of the Journalism School at the University of Missouri. His *History of American Magazines* won a Pulitzer Prize. He holds M.A. and Ph.D. degrees from Columbia University.

Author of some 400 magazine articles and a reporter for thirty years on the Chicago *Daily News*, WILLIAM F. McDERMOTT now free-lances full time. A major interest: boys' work.



McDermott

When not in his pulpit at St. Thomas's Church in Marquette, N. Y., ARNOLD A. FENTON is likely to be found on a football field showing a player how to kick. He has educated the kicking toes of some 900 college and high-school gridiron athletes. A specialist at punting during his college football days, he has appeared in a Hollywood movie short on kicking, and frequently lectures and writes on the subject.



Keyhoe

PHILIP WARD BURTON spent a number of years in selling and advertising, is now a professor of business administration at Syracuse University. He has written many magazine articles and has authored several books on advertising.

An Annapolis graduate and ex-U. S. Marine pilot, DONALD E. KEYHOE lives in Virginia not far from George Washington's homestead, has penned three books on flying.

SIR STANLEY SPURLING served 47 years as a member of the Bermuda Parliament. He is a Director of Rotary International. . . CHRISTY BORTH is a Michigan free-lance writer who specializes on business subjects. . . Canadian SAMUEL CAMPBELL is a reporter for the Toronto *Daily Star* and a spare-time free-lancer. . . BART McDOWELL is Assistant Editor of THE ROTARIAN.



Spurling

SUBSCRIPTION RATES: 12 the year in the U.S.A., Canada, and other countries to which minimum postal rate applies: \$2.50 elsewhere; single copies, 25 cents; REVISTA ROTARIA (Spanish edition) \$2.75 annually; single copies, 25 cents. As its official publication, this magazine carries authoritative notices and articles on Rotary International. Otherwise no responsibility is assumed for statements of authors. Any use of fictionalized names that correspond to the names of actual persons is unintentional and is to be regarded as a coincidence. No responsibility is assumed for return of unsolicited manuscripts or photographs. THE ROTARIAN is registered in the United States Patent Office. Copyright, 1952, by Rotary International. Reprinted as second-class matter December 20, 1918, at the Post Office, Chicago, Illinois; Act of March 3, 1879.

IN THIS ISSUE

VOLUME LXXXI

OCTOBER, 1952

NUMBER 4

This Rotary Month.....	3
World Window Washer.....	BART McDOWELL 6
Eyes Front!	WILLIAM F. McDERMOTT 8
Sorry, Boss—I Gotta Go! (Symposium) ..	PHILIP WARD BURTON... 10
Comments by J. A. Andrews, W. Calder MacKay, George E. Worster, B. T. Thakur, John Mackie, Adolf Fagerlund, Georges M. Barbey, Richard R. Currie	
Has the Press Lost Its Political Punch? ..	FRANK LUTHER MOTT... 13
Doctor in the Lion's Den!	SAMUEL CAMPBELL 15
It's Paris in 1953!	16
Our Fellows . . . Bridging the Nations ..	SIR STANLEY SPURLING. 18
Rotary's 111 Foundation Fellows for 1952-53	20
A British View of World Trade.....	HUGH GAITSKELL 23
If Your House Catches Fire.....	DONALD E. KEYHOE.... 26
It's the Kick That Counts!	ARNOLD A. FENTON... 29
Wellington on the March.....	THE SCRATCHPAD MAN. 32
Understanding—A Week to Seek It.....	34
Be It Ever So Mobile.....	CHRISTY BORTH 35
Peeps at Things to Come.....	HILTON IRA JONES.... 36
Speaking of Books.....	JOHN T. FREDERICK... 37
Other Features and Departments:	

Your Letters	1
The Editors' Workshop.....	4
United Nations Week in	
Rotary	6
We Took Off Our Coats.....	14
Builders	19
So You Have a Handicapped	
Child?	25
Smokey	27
Human Nature Put to Work	31
Looking at Movies.....	38
Rotary Reporter	39
Spooks' Night Out.....	40

By the Way.....	46
That Spells R-O-T-A-R-Y!	46
Personalia	48
Rotary Classifications	49
Rotary Foundation	
Contributions	50
Perversity	51
When a Man Becomes a	
Rotarian	54
Opinion	57
Well Done	61
Hobby Hitching Post.....	62
Stripped Gears	64



THE ROTARIAN Magazine

is regularly indexed in *The Readers' Guide to Periodical Literature*

Published monthly by Rotary International

President: H. J. BRUNNIE, San Francisco, California, U.S.A.

Secretary: PHILIP LOVEJOY, Chicago, Illinois, U.S.A.

Treasurer: RICHARD E. VERNOR, Chicago, Illinois, U.S.A.

Magazine Committee Members:

ROY D. HICKMAN, Birmingham, Alabama, U.S.A. (Chairman); JOSEPH A. ABEY, Reading, Pennsylvania, U.S.A.; PERCY HODGSON, Pawtucket, Rhode Island, U.S.A.; CARL P. MILLER, Los Angeles, California, U.S.A.; PIERRE YVERT, Amiens, France.

Editor: KARL K. KRUEGER **Associate Editor:** AINSLEY H. ROSEEN
Business Manager: RAYMOND T. SCHMITZ **Advertising Manager:** WALTER R. BUELL

Editorial, Business, and General Advertising Offices: 35 E. Wacker Dr., Chicago 1, Illinois, U. S. A. **Cable Address:** Interotary, Chicago, Illinois, U. S. A. **Telephone:** STate 2-4016. **Change of Address and Subscriptions:** Mail all correspondence to address above. When ordering change of address, allow one month and please furnish old as well as new address, including postal-zone number if you have one.



After work, Pete plays with his youngsters.



On Saturdays the Harkaneses breakfast together.



Pete Harkanes uses a husband's dish towel.

World Window Washer

**Pete H., of Manhattan, has a job akin to Rotary's:
keeping international viewpoints clear.**

SEVEN years ago this month, as the 51st signature dried on a famous document, a dream of many peoples of the world became an organized reality: the United Nations was born. Since then the U. N. has grappled with the controversies of a world divided: crises and warfare from Palestine to Korea, the terrible plight of sick and homeless displaced persons, and all the other problems that have won it both staunch adherents and bitter detractors. It has meanwhile grown from 51 to 60 member nations, developed its six "Principal Organs"—the General Assembly, the Security Council, the Economic and Social Council, the Trusteeship Council, the International Court of Justice, and the Secretariat—and it has established its permanent headquarters in New York. Millions of people the world around have their eyes on this the only organization of its kind.

One of those persons is Peter Harkanes, a U. S. citizen of Greek descent. His view of the United Nations is special: he is one of the seven men who wash the 5,400 windows of the 39-story U. N. Secretariat building on Manhattan Island. It's exhilarating work. Washing a window on one of the upper floors at the U. N. building is about as close as a man without an airplane can get to flying. Pete Harkanes can look over his shoulder and see tugboats on the East River; peering inside through the panes he can view the routines of headline events in the making and often such personalities as Rotarian Warren R. Austin and Secretary General Trygve Lie. Yet, when the day's work is finished, Pete Harkanes goes home to his family as a good husband and father should. He tells Mrs. Harkanes what happened downtown that day, he reads the paper, he plays with the three young Harkaneses, and sometimes he even helps with his own window washing.

In one sense, Pete Harkanes' job is not unlike that of 360,000 Rotarians in 83 lands around the globe. They clean world windows of understanding. This month Rotarians will mark United Nations Week as they have in past years (see page 34). A suggested observance of this seventh U. N. anniversary is that each of Rotary's 7,600 Clubs write a letter to the seven Clubs in other countries that follow it alphabetically in Rotary's *Official Directory*. If all do, then 53,000 letters will go forth laden with the greetings and goodwill of men united in their hopes for international understanding . . . for cleaner world-wide windows . . . and for more peaceful views.—BART McDOWELL

A Proclamation . . . United Nations Week in Rotary

THE ultimate goal of the United Nations and the fourth avenue in the Object of Rotary aim to advance international understanding, goodwill, and peace. They differ, however, in the methods employed. The United Nations works through Governments, politics, and laws. The Rotary road lies through a world fellowship, united in the ideal of service, based on personal acquaintance, and sustained by individual efforts.

During United Nations Week the two methods intertwine. The United Nations calls upon the peoples of the world to observe the anniversary of the coming into force of its Charter. The world fellowship of Rotary, at the same time,

seeks to spread understanding. Rotarians can well study the purposes and progress of the United Nations in advancing world peace.

I urge every Rotary Club to participate in this effort, and proclaim the week of October 20-26 as United Nations Week in Rotary.

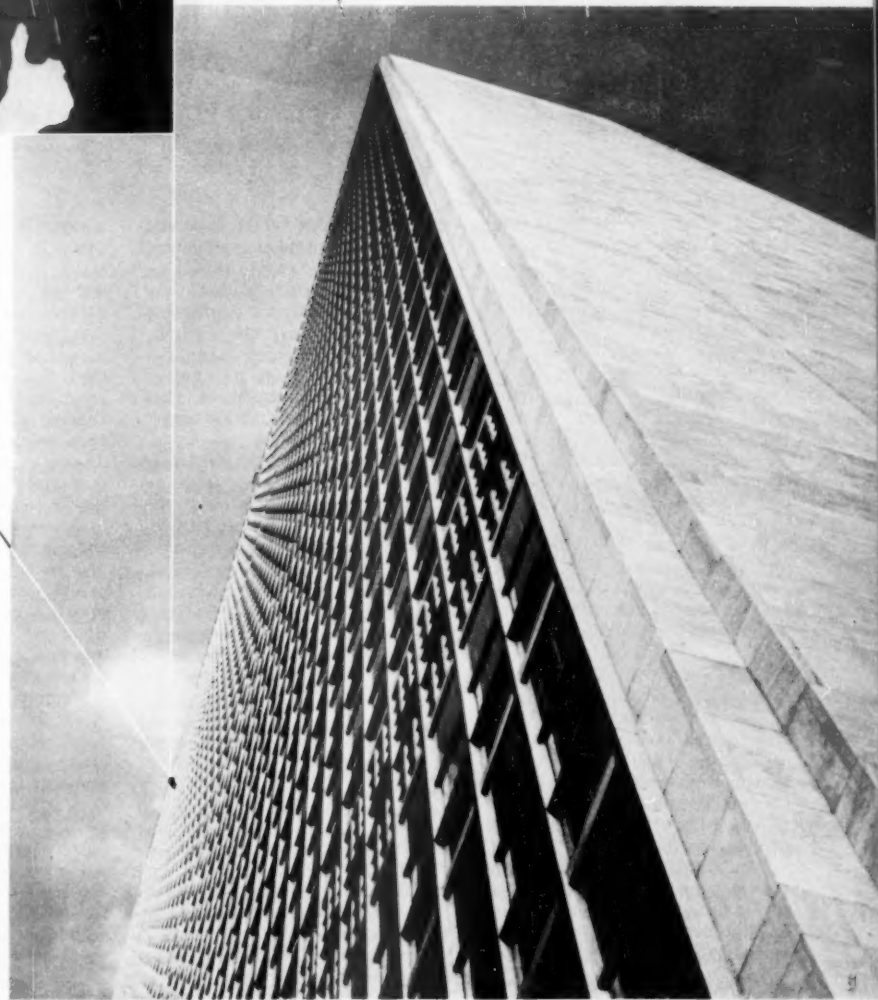
H. J. BRUNNER
President of Rotary International



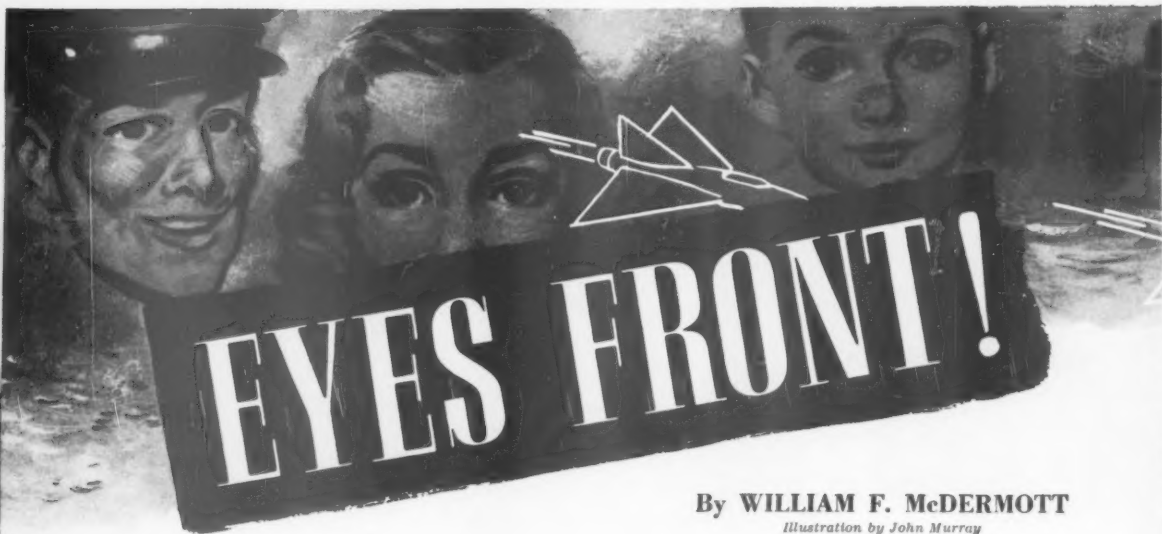
Some 20 floors up, Harkanes (left) pulls his squeegee down the window pane for better international vision. . . . (At right) He does his drafty work with the East River and Queensborough Bridge behind him in the distance.



The functional face of the United Nations Secretariat building reveals the patterns of 5,400 windows. The black speck is Window Washer Peter Harkanes, who shares this formidable task with six others.



Photos: Grunley from Three Lions



By **WILLIAM F. McDERMOTT**

Illustration by John Murray

YOUR eyes are set in the front of your head for a reason: to keep you looking forward.

That, I think, is what a certain distinguished scientist meant by an observation he made to me not long ago. "Mother Nature was wise," he said, "when she gave us frontal vision only, plus double focus on a single objective. More than that, she gives us a crick in the neck if we twist around too much to look back. It means the Grand Old Dame wants us to keep on progressing."

This suggests something fascinating to think about—the past and the future. It is my thesis that we are happiest when we respect the one but live for the other.

Nostalgia? Certainly it's a comfort—and in small doses may be beneficial. But a look without rose-colored glasses at the "dear dead days beyond recall" shows that a great many of them were far from dear and richly deserved to die. Let's take a backward glance.

The "Old Pioneer," the first railroad engine brought to Chicago, was at first barred from the city by a council ordinance! Shopkeepers feared that the easy shipment of

goods to market which it would make possible would keep farmers from coming to town to trade. "A railroad will harm business!" they cried. Eventually, though, this little wood-burning relic was permitted to land from the barge that brought it. And in its cindery wake came developments that made Chicago the railroad center of North America. When was all this? Just a bit over 100 years ago!

Similar skepticism greeted the telephone. Two years after its invention in 1876, this item appeared in a newspaper in Boston, which prided itself on being the "hub of the universe":

Joshua Coppersmith, a man about 46 years of age, has been arrested in New York for attempting to extort funds from innocent people by exhibiting a device which he says will convey the human voice over wires. . . . If such a thing were possible, it would be of no practical value. . . . Authorities who apprehended this criminal are to be congratulated. It may serve as an example to other conscienceless schemers who may hope to enrich themselves at the expense of their fellow creatures!

More than 70 million of these "impractical devices" are in use the world over today.

One hundred years ago it took three hours of a man's time to raise a bushel of wheat—now it

takes only five minutes. Yet when Cyrus H. McCormick first put his reaper in the field, farm hands who worked 16 hours a day in the harvest for five cents an hour threatened his life because of the fear that he would rob them of their livelihood. Yet with the great machines of the farm the United States was soon able to grow enough food to supply twice its population.

We might well recall, too, that the first iron plows were alleged to poison the soil, that the first telegraph wires were severed by a hostile people, that the idea of parcel post—and I remember this myself—brought solemn declarations that its launching as a Government enterprise would end America's days as a free nation.

Memory brings back the faithful horse and the sturdy buggy, with moonlight rides at four miles an hour with the one-and-only girl, and the jaunts to the old swimmin' hole—but it seems to blot out the times when the horses ran away, strewing wreckage and death in their wake, and to blur the truth that the old swimmin' hole was really a mud puddle over which an ugly green scum gathered during the dog days of August. All of which proves what? To me these shortcomings,

A CLUB SERVICE FEATURE



*Nostalgia is comforting—until we remember
the bad in the good old days.*

hazards, and disappointments of the past with which we could fill pages show that there never has been a time for living as glorious as the present, there never has been a time for people to live more zestfully and hopefully than now. There never have been people so adaptable to change.

I say this in the face of the wars and uncertainties of the present, because world upheavals usually presage periods of notable progress. "To the Stars through Difficulties," the ancient motto, speaks a profound truth. Out of the current vicissitudes will come a pattern for a finer future.

One of the portents is mass open-mindedness, attained for the first time in the annals of man. It took centuries of struggle, bloodshed, and martyrdom for individuals to win freedom of thought. The next step was to develop guaranties for universal freedom of thought and action. Finally, in this generation, has come not only the right but also the *willingness* of masses of people to accept new facts, new ideas, new modes of living, new industrial procedures.

The reaper came in to the accompaniment of bloodshed. The mechanical cotton picker, which has displaced thousands of human cotton pickers, has roused little or

no resentment. New medicines have been accepted without hesitation, the people requiring only that they bear the imprimatur of experts.

From time immemorial, farm wives have been considered the world's best cooks. No one ever dreamed of questioning the practices of their kitchens. Yet what is happening? Sweet young misses right out of State colleges, where they specialized in food preparation, are holding rural cooking schools and teaching farm women with five to 50 years' experience in getting meals for harvest hands the latest revolutionary procedures for making viands most appetizing and healthy. And the ladies love it! If this isn't open-mindedness, what is?

An army must not advance faster than its line of supply. Likewise civilization can progress no faster than the people permit. Plenty of knowledge was hoarded in libraries in the Middle Ages, but it didn't reach the people. Hence they remained in ignorance. Today new inventions, new discoveries, new knowledge, new sciences, new ideas, go out in floods to the masses. Thus progress can be rapid indeed. With the arrival of this mass open-mindedness—and it is just that, in spite of

numerous holdbacks—the greatest era of advancement lies at our threshold. The signs are all about us.

Another factor that makes the future bright is that human relations are attaining a preëminent position in [Continued on page 50]

DO IT NOW!



Sorry, Boss —

By PHILIP



When employees leave for better jobs, are most bosses bad losers? Mr. Burton says that they are, but some Rotarians disagree—in this debate-of-the-month.—Eds.

“YOU want a recommendation from me? Never! And, what’s more, I’ll see that you *never* get another job around here!”

The clean-cut young man standing before his boss’s desk blinked. He had just announced an opportunity to take another position where salary would be better and the future good. He had offered to stay on, however, to break in his successor. Two weeks, a month, even six weeks.

“You’d stay on?” shouted the boss. “Not here! We got along before you came, and we’ll probably do better when you’re gone. That’s right now. You’re through! We have no place for ungrateful whippersnappers.”

The young man turned, his face flushed as he walked silently by other employees who had watched previous departees pass down nightmare alley.

This is an extreme case, you say. I agree—but it’s a true one. There are thousands upon thousands of employers who wouldn’t be so nasty, you say. Again I agree. But I nail this thesis on my door: *Too many bosses are*

poor losers. They’re friendly, even winsome, when hiring. They’re frequently quite the reverse when a good employee quits.

In fact, at such a time *many* bosses can be catalogued under three headings: (a) coldly reserved, (b) hurt, and (c) angry.

Consider Mr. Coldly Reserved. He’s a common type. Often he is a man whom the employee-on-his-way has regarded as a friend, for he has been cordial and considerate. This boss makes it a point to greet newcomers with cordiality and to introduce them to fellow workers with informality, even a jest here and there. But the friendly smile fades when the employee tells about a contemplated job change. Then the boss wears a grim mask.

“I just don’t get it!” one departing worker told me. “I didn’t suddenly develop horns when I took a new job. Fred used to drop in on Mary and me for a friendly evening. Now he’s an iceberg. Yet I know he changed employment several times to better himself when he was younger.”

One conscientious youngster re-

cently told me in hurt tones how his former boss refused to speak to him when he returned to the office to say hello to his friends there. Another young man related that his ex-employer refused to answer character inquiries from a new boss, though there had been nothing but praise for him previously.

Now, Type B—Mr. Hurt.

He takes the oh-how-can-you-do-this-to-me? attitude. With frequent reference (a deep sigh here) to great plans he had made for the departing employee, he casts the youth before him in the rôle of a crawling worm.

“If I had only known this earlier,” he will say as he fixes his aggrieved gaze upon his victim. Ignoring the fact that more than the customary two-week notice has been given, he goes on: “Why only last month there was a really ambitious young chap from Altona who simply begged for a job like the one you’re throwing up.”

Then come a few remarks about loyalty, punctuated with “I’ve tried to treat you like a son” and

I GOTTA GO!

WARD BURTON

"we'd never've hired you if we'd known this would happen." The employee is permitted to crawl out of the office.

Next, Type C—Mr. I. M. Angry. He has an ample vocabulary, especially rich in terms borrowed from theology and the barnyard. He uses it freely.

"Why, you!" he slashes. "You weren't worth a plugged nickel the first year you were here. Gosh-amighty, if I only had back the dollars it cost me to train you. Now here you come, asking me to congratulate you, I suppose, as you trip off to another office—where you'll probably pull the same trick on your new boss."

Sandwiched in at this point usually is a dismal prediction that anyone so unstable is likely to end up as a pin boy in a bowling alley—or on relief. As for recommendations—bah! Not for anyone who has proved to be so wishy-washy as not to know which side of his bread is buttered. It would be unfair to any other employer to wish on him such a swindler.

There they are: Types A and B and C. Not every boss fits into them, of course, but a great many do. As a person training young men and women for careers in business, I'm not happy about it at all. But facts are facts.

The truth is that a great many bosses need lessons in manners. Or, to put it another way, they don't put themselves in their employees' shoes. Often they will deliver censorious lectures on how job applicants should act. But they lack tact and understanding when the employee says, "I gotta go."

A common complaint of former students is that bosses are petty and even vindictive though ample

notice has been given of an intention to take on a new position. Their attitude is one of being victimized by a betrayal. Am I too severe when I say that when an employee has put two years on a job, this is pious hypocrisy? Some companies do have a "training period," but most employers have the new employee earning his salary within three months.

Why don't employers be realistic? They could have some sort of an agreement with a new man about the minimum length of time he'll stay before he starts looking elsewhere.

Without such an early understanding, how is the worker to have any clear idea of just what is a reasonable time to stay on? Of all questions put to me by youngsters I've helped to launch into the business world, the commonest is this: "How long should it be before I start looking for a better job?" They want to be fair to all concerned. But without experience to guide, they are puzzled. Whom can they ask? They're afraid to ask the boss. The pity of it is that the problem could be anticipated and solved in advance by a frank understanding.

Bosses should have better memories. The chances are that they haven't spent all their lives with one firm. Then why should they be shocked when a youngster shows the same ambition?

And why don't employers shuffle off old prejudices about "bargaining" with employees? If a good man gets a better opportunity, why doesn't his employer say, "We'll match (or beat) it." If

the man's worth it, why not bargain to keep him on and save the expense of hiring and retraining a new one?

Companies will meet prices for goods in the competitive market. Why not for labor? If the employee is worth the price, why not meet it? The answer given is that to do so would be to set a bad precedent. And the answer to that is that the situation can be handled effectively if the employer is skillful in human relations. Moreover, a good employee is worth a lot of bad precedent.

The ideal boss is the one who establishes such rapport between himself and employee that the latter is unafraid to speak up when he is restless or has an enticing offer. Then, instead of acting astounded or hurt when the news is broken, Mr. Ideal Boss talks it over sincerely, frankly, realistically. If the employee is worth keeping, Mr. Ideal Boss in a calm, considerate voice tells the advantages of staying on and what he can do to make it financially attractive.

If this sales talk is not a winner, then the boss should smile—and congratulate the employee-about-to-go and wish him well. It's good sense to do it. Many bitter business situations have been born in the moment when an employee leaves—an employee who later rises to a position in which he can hurt or help his former employers. So when your man goes, give him a smile—even though it galls your soul. It and not a frown is the sign of a good loser and a smart businessman making an investment in the future.

WHAT OTHERS SAY ABOUT BOSSES

Find Yourself in Example

Suggests J. A. Andrews

Managing Director, Service Station
Southampton, England



THE writer of this article is a hard hitter, and as a consequence we may not entirely like it. But on reflection, I think we must admit there is a lot of truth in what he says. Most of us could find a place for ourselves in his story—at least at some day during our lives.

Rotary Vocational Service—more and more of it—is the answer to this question. But have we the right approach? I

would say that the overwhelming majority of Rotarians are not big-business men and not employers of large numbers of people. Therefore, should not the accent be switched to individual relationships between employers and employees? The professional man and his typist? The shopkeeper and his assistant or errand boy?

I believe we should study relationships of Vocational Service in their simplest forms. Then these problems will have a much more direct appeal to the average Rotarian. Those of us who operate smaller offices should try to apply the lessons here to our own cases.

Remove 'Iron Curtain'

Urges W. Calder MacKay
Manager, Farmers' Trading Company
Auckland, New Zealand

THIS to me is a surprising article, and I doubt that it is typical of American employers. I have discussed with four business friends the incident Professor Burton cites and not one of us can remember ever having heard of such a thing happening in our country. Here, although employers may be disappointed when an employee gives notice, it is a very common practice, when giving a testimonial, to incorporate in it good wishes to the employee in his future position.

I see no merit whatever in having an employment agreement with a new man covering the minimum length of time he should stay with the company. If he is happily employed, he will stay anyway, and if he isn't happily employed, the sooner he changes his job, the better.

More employers are realizing that employees work not just to make a living, but that *each one is making a life*. From the events which occur in our businesses, they seek to build the most precious product, human happiness.

As management recognizes this basic fact, it will inevitably follow that a communication plan will be set up. In small businesses it will be handled personally by the employer, in larger concerns by the personnel manager. The basis of this will be a friendly interview with each employee at least every 12 months. It is particularly important that juniors be handled in this way with, I suggest, six-monthly interviews.

In such talks, the "Iron Curtain" will be removed. Not only will the employee's prospects with the company be thoroughly discussed, but he will be told the economic facts of life in terms of the problems and opera-

tions of the individual enterprise. As he learns the fascinating story of what makes jobs and enables pay rolls to be met, he will share the feeling of belonging to a team.

When this comes about, I am sure such problems as those presented by Professor Burton will become nonexistent.

Two Tips for Mr. Angry

Relayed by George E. Worster
Taxicab-Company President
Los Angeles, Calif.

IT IS both surprising and shocking that there are still men sitting behind executive desks who would refuse a letter of commendation to an employee who had served them well. Such an attitude on the boss's part should reassure the employee of his good fortune in leaving the job:

To Mr. Coldly Reserved and Mr. Hurt, but especially to Mr. Angry, I would offer two tips from one of the most successful manufacturers I know.

"When one of my lads wants to quit for a better job," he told me, "I ask him into my office, where we fairly explore all the facts on which he bases his opinion. If we wind up convinced he'll be further along the road with the other job, I write a letter fully informing his new employer of my estimation of his abilities and capacities. Then we shake hands and I tell him I'll be glad to have him back if things don't pan out as he hopes. And I mean it!"

"If I have an able man I can't advance, I recommend him to someone who can give him a better job. This is not an original idea with me. I got it from an employer of mine years ago when I was starting up the ladder. The fact that 10 percent of our workers are referred to us by former employees makes me sure that not only is this treatment appreciated, but that it pays off in dollars and cents."

What he meant by "dollars and cents" is that his plant is the only one in his industry that has not had labor troubles. His labor turnover is low and he always has a waiting list of prospective employees.

Report from India

By B. T. Thakur
Banker
Calcutta, India

A MODERN employer is getting to be more intelligent and courteous. The old generation of bosses might adopt one of the three attitudes referred to in Professor Burton's article, but the

"new" employer would exactly act as Professor Burton says in the last paragraph of his article—viz., to wish all success to an about-to-go employee.

I have a staff of about 4,000 people working in my bank, and whenever anybody wishes to go elsewhere, to try his luck, we always part on very friendly terms. Some of them have come back disappointed and I have shown no vindictive spirit toward them, but offered them chances again.

We have in our bank a system of taking men on contract, they being not free to leave us within the period of contract, nor is the bank free to terminate their services. You will thus see that intelligent employers in India are already putting into practice the advice given by the author of the article in question.

Burton Draws Long Bow

Says John Mackie
Cleaner and Dyer
Hounslow, England

THE writer draws a long bow. I cannot imagine there are many employers today who fit into the three types he describes. Conditions have changed over the years. Now the average employer is conscious of the fact that Jack is as good as his master, and that but for the grace of God Jack would be the master and the master Jack.

Most industrial concerns, small as well as large, have apprenticeship or training schemes. The average employer views these as training youths for the industry, not for the individual firm that employs them.

My own view is that if we have to lose a trainee, let him leave with good grace. We may get a better employee who has trained elsewhere, and the trainee who leaves may one day be glad to come back and we may be glad to reengage him.

Types A, B, C, Rare in Sweden

Reports Adolf Fagerlund
Steel-Company Manager
Stockholm, Sweden

AN EMPLOYER like the one described—the extreme case—I hardly think exists in this country. He would not get any employees whatever and his business would soon die.

As regards the three types, I think they are possible although I think very unusual here. Type A, Coldly Reserved: yes, but in very few cases so ungentleman-like as not to speak to a former employee if he returned to the office to say [Continued on page 60]

Has the Press Lost Its Political Punch?

By FRANK LUTHER MOTT

Pulitzer Prize Winner, Education Journalist



Maybe a rural paper can make or unmake a sheriff, but can the great dailies elect Presidents? Did they ever? Do they try? . . . Some historic light on these now timely queries from the pen of a famed newsmen.

Illustration by Willard Arnold

“WHAT is the country coming to? In the recent campaign for President at least two-thirds of the newspapers of the land opposed the candidate who was triumphantly elected. Are the newspapers no longer the voice of the people? What is this ‘free press’ we hear so much about? Is it free to support a great popular cause? Herein is a perilous situation, for the press has lost the confidence of the people.”

This, dear reader, is not a contemporary voice rebuking the press for its dereliction in the election campaign. No, despite its familiar ring, this is a complaint such as a staunch supporter of Thomas Jefferson might have uttered back in 1801. There were 204 newspapers in the United States at that time. Almost 140 of them favored the John Adams-Charles Pinckney ticket. Yet the Thomas Jefferson-Aaron Burr slate won by a decisive vote.

In short, there is nothing new

or startling about the election of a U. S. President against the opposition of a majority of newspapers. In fact, as I think I can show you by a further excursion into history, there seems to be no correlation between newspaper support and success at the polls. Is that a good or a bad condition? What rôle should today's newspaper, large or small, play in the sphere of politics? These are questions free men around the world need to ponder—and ones I shall come back to a bit later. First, however, that further look at the annals.

By 1808 the Jeffersonian party (its founder called it Republican, but it developed into the modern Democratic party) had picked up more newspaper support, chiefly through the founding of pioneer papers in the new West, and could rely upon the support of about 47 percent of the 292 newspapers.

Madison was elected in that year, however, with minority newspaper backing.

It is rather amusing—or is it pathetic?—to note how the loyal old Federalist newspapers stuck to their party even after it was dead. By the time of Madison's second campaign, the Jeffersonian party had a majority of the newspaper support; but almost a third of the press was still sticking to Federalism and to a candidate who made no more than a token campaign. Let us remember this matter of newspaper loyalty to party, because it continues to be an important factor in our brief study of press support of Presidential candidates.

We move rapidly down the quadrennia. In 1824 there came an unexampled free-for-all in which no candidate had majority newspaper support. Nor did any candidate that year have a majority vote in the electoral college, so the House of Representatives had

A COMMUNITY SERVICE FEATURE

to decide the contest. They made John Quincy Adams President, though Andrew Jackson had won a plurality in both electoral and popular votes. But four years later Old Andy came back with a whoop and hurrah and won a campaign notable for free-swinging attack. "If the hundredth part of accusations against public characters is true," wrote Hezekiah Niles, "they should all be in jail." Jackson was twice triumphantly elected, but he never commanded more than 40 percent of American press support.

By this time the new Whig party had attained a clear dominance of the press which was to last for a quarter of a century. However, the only men the Whigs elected to the Presidency were two grizzled war veterans, William Henry Harrison and Zachary Taylor. The Democrats Polk and Pierce, like Jackson and Van Buren, were elected without bene-

fit of press majorities; and Buchanan, in 1856, got a slender advantage in newspaper support only because the Whig party had by then gone where the woodbine twineth.

In 1860 no candidate had as much as half the newspapers behind him. Lincoln had less than a third of them, and only 40 percent of the popular vote, although four years later the newspapers of the voting States were divided nearly two to one in his favor. Then in 1868 General Grant had some 62 percent of the country's papers behind him in his campaign for the Presidency.

WE have now reviewed half the U. S. Presidential elections, and we find that in the first 17 contested elections the *winner had a majority press support eight times and a minority of the papers nine times*. One can indeed begin to wonder if there is any correlation

between newspaper support and success at the polls.

We could resume the roll call with Grant and move on to Hayes, Garfield, Benjamin Harrison, and Cleveland, but I leap to McKinley in 1896, to note that in that campaign there grew a Republican majority in the press that has persisted ever since. This majority, ranging from 52 to 74 percent, was influential in electing McKinley twice, Theodore Roosevelt, William Howard Taft, Harding, Coolidge, and Hoover. But in spite of whatever power it exerted, Wilson was elected twice, Franklin D. Roosevelt four times, and Truman once.

To tot it all up, we find that in 37 campaigns, in 18 the winner had a press majority and in 19 a minority. We can now reasonably conclude that *there seems to be no correlation, positive or negative, between support by a majority of newspapers* [Continued on page 52]



We Took Off Our Coats

SEATED around our table at the Rotary Club of Middlesbrough one day way back in the early '30s, we were talking on a popular topic: the ineptitude of public representatives. Though Government scandals are relatively rare in England, we Englishmen never pull our punches when we feel a job could be done better. Thus, as we talked on, we left the officials within our sphere with hardly a shirt to their backs.

All the same, it came as a shock and rebuke when, in the midst of our condemnations, a quiet, innocent-looking colleague dropped this bombshell: "Might be a good idea," he said without interrupting his meal, "if some of us with high ideals about service took off our coats and did the job better."

There was silence, so it

seemed, "for the space of half an hour," as we pondered the suggestion. Then, one by one, we began to acknowledge the aptness of our friend's observation. But we did more. *We accepted the challenge.*

Looking back, I recall that very soon one of our group was elected to the Borough Council. He has served ever since with distinction, for one period as Mayor. Two others, as well as myself, have served in the same capacity. We are all still good Rotarians. For my part, I graduated into politics via Rotary—yes, via this same grand Rotary of ours which eaches politics and political controversy! My first lessons in committee work and public speaking were in my Club. This experience served me well during the 15 years that I had the honor to be a member

of Parliament from my home town.

It seems to me that we have here an example of Community Service and Vocational Service in one. What matter which party we represent so long as the spirit of Rotary is carried—as it can be—into our works? Surely it is a great thing we have inherited that we might retain our differences but carry with us what the Apostle Paul called "the selfsame spirit." It can be like the "little leaven which a woman (or a Rotarian) took and put into three measures of meal (or into our different political parties) until the whole was leavened." The leaven, the spirit of Rotary, can work wonders if we but lift up the standard. We can learn what I first learned sitting around a table in Middlesbrough where we shared a new ideal: how to disagree without being disagreeable.

We—we ourselves—can carry this principle into the governments of our towns, counties, provinces, and nations, and more and more men in our world fellowship appear to be doing it. Now what about you?

Are your fellow townsmen begging you to "stand" for this or "run" for that? Then weaken—and prepare for one of the greatest jobs of service you ever took on.

—**Alfred Edwards**
Former Member of British
Parliament; Rotarian,
Middlesbrough, England



Doctor in the LION'S DEN!

IT WAS noon and the lobby of the Royal York Hotel in Toronto hummed with activity. Suddenly the busy tempo of the spacious room slowed as all eyes focused on a man crossing the lobby with a baby elephant and a polar bear in tow. It was Dr. J. A. Campbell, veterinarian and curator of Toronto's Riverdale Zoo, and he was doing what he had done on several earlier occasions: taking some animals to his Rotary Club as a special feature of the meeting.

Born in Madras, India, and educated in veterinary science in England and Canada, Dr. Campbell, now 71, has been a Toronto Rotarian for 36 years. His "guests" at Club meetings, in addition to the elephant and bear, have included a moose and a camel as live exhibits for his talks about animals.

A favorite subject of his—one which he has supported strongly for several decades—is humane surgery for animals. When he became curator of the Toronto zoo more than 20 years ago, he issued this definite rule for all zoo personnel: No animal in the collection was to be permitted to suffer pain through medical or surgical treatment. Whenever possible, an anesthetic was to be given.

Behind this attitude of Dr. Campbell's is a love he has had for animals since his boyhood. But there is also an experience he had early in his career, with a ten-year-old lion in a U. S. zoo. The animal had a painful ingrown toenail and young Dr. Campbell was called in to treat it. Examination showed a deep abscess had formed and that surgery was necessary.

"It took four husky men to pin the animal down," Dr. Campbell recalls as he explains how it was done. "Two went on top the cage to place a noose through the bars over the lion's head. The other two worked with long rods to maneuver the ropes inside the cage. The animal instantly sensed trouble, became enraged, and fought ferociously. All this clawing, of course, further injured his sore foot.

"Finally he was roped, dragged to the front of the cage, and tied to the bars. With the affected leg drawn through the bars with another rope, I removed the nail and treated the wound with antiseptics. It took two hours to do the job, and forever after that the lion had a profound dislike for zoo attendants—and especially me."

It was then that Dr. Campbell began pioneering for the use of anesthetics in animal surgery. Today chloroform and morphine are commonly used, and much of the technique practiced in animal operations throughout North American zoos and abroad is that originated by this Toronto veterinarian.

To make possible the use of anesthetics, a special cage was needed to hold the animal to be anesthe-

tized. So Dr. Campbell designed one. It's called a "shifting den," and adaptations of it are used in nearly all zoos. Eight feet long and four feet wide and high, it is placed between two large cages. The animal to be operated on is coaxed into the den with a chunk of food. Once confined, the doctor and one assistant can handle a 500-pound lion.

Dr. Campbell explained that when all the openings of the small den have been covered with tarpaulin to confine the fumes, chloroform is squirted on the floor close to the animal. It takes four to six

Dr. J. A. Campbell and his patient, a lion in Riverdale Zoo in Toronto, Ontario.



Photo: Harrison

pounds of the anesthetic to make a lion drowsy. First his head wobbles, then the great shaggy body slumps to the floor. A chloroform-saturated cotton wad is then tied to a rod and held close to the animal's nose until it loses consciousness completely. When that happens, Dr. Campbell opens the door, draws the infected paw out, and performs the operation calmly.

"The most gratifying feature of it all," says Dr. Campbell, "is that the animal does not recollect what happened and harbors no resentment. I have operated on at least 20 different members of the cat family, from lions to ocelots, and not one has associated the operation with me afterward."

Birds, too, are anesthetized at the Toronto zoo when their wings are operated on to prevent them from flying away from their outside enclosures. It's Dr. Campbell's painless-surgery rule applied to swans, cranes, ducks, and geese.

Though he has worked with almost every kind of animal, both domestic and wild, he's never had a close call. Instead, most of the animals come to the front of their cages to greet him when he passes by. The Doctor is proud of that.

—SAMUEL CAMPBELL

Unusual
Rotarians



Lined with trees and sidewalk cafes is the famous Champs Élysées as it rises toward the great Arc de Triomphe, a Paris landmark as notable as the Eiffel Tower, seen on the opposite page.

Photos: Henle; Ratheneau-PIX;
Screen Traveler from Gentreau
also p. 17.



A gargoyle eats his meal of stone atop Notre Dame.



Parisians with places to go—on the Rue de la Paix. Behind them is the Place Vendôme, begun in the 17th Century; the column is topped by a statue of Napoleon Bonaparte.

It's *Paris* in 1953!

OFFICIAL CALL TO ROTARY'S

44th Annual Convention

FOR the first time since 1937, a Rotary Convention will be held in Europe next May 24-28 when Rotarians from around the world gather in Paris, France, to attend the 1953 Convention of Rotary International.

The 2,000-year-old city of Paris is rightfully world famed for its beauty and hospitality. A great modern capital which is one of the loveliest cities of the Old World, it will thrill you with its tree-lined avenues—its ancient buildings which have been the background for much of Europe's history—its museums—its delightful restaurants—its friendly animation.

Paris is the heart of a country which is indeed a land of contrasts. Within its borders, France has the perpetual snows of majestic mountains and the never-ending Summer of the Mediterranean shores—the arid gorges of the southern plateau and the green, rolling landscapes of dairy-farming Normandy—the age-old traditions of the more remote Provinces and the modernity of Paris. It is truly an ideal setting for vacation trips before and after the Convention.

As a Rotarian is expected to attend meetings of his Rotary Club, so the Club is expected to be represented at the Annual Convention. Article VII of the Constitution and Article VI of the By-Laws of Rotary International give full information as to the rights and responsibilities of a Club with reference to the Annual Convention.

It is my very great pleasure to issue this Official Call for the 44th Annual Convention of Rotary International, to be held in Paris, France, on May 24-28, 1953. I hope that every Rotary Club in the world will respond to this invitation and will be represented at the Convention, either in person or by proxy.

H. J. BRUNNER
President, Rotary International

ISSUED THIS TWENTY-FIFTH
DAY OF AUGUST, 1952,
AT CHICAGO, U.S.A.

A Mark of Goodwill

...

A Mark of Generosity

...

Your friends and relatives who are not members of Rotary . . . in fact, non-Rotarians everywhere . . . enjoy THE ROTARIAN Magazine too.

They look forward to its timely, authoritative articles . . . seek its ideas in building a fuller life.

In the spirit of Rotary generosity and Rotary goodwill, why not present those friends with a year's subscription to THE ROTARIAN.

...

It is a living gift that reminds the recipient of you, not once . . . but twelve times throughout the year.

...

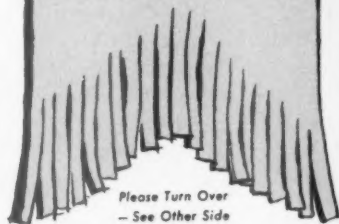
Don't stop your list with just cousins, aunts, and relatives. Also send this gift to your friend who is ill in the hospital . . . and to the widow of a Rotarian . . . and to that high school.

...

No doubt you can think of many more you could make happy this way. It's easy . . . and your goodwill means a great deal. On the other side of this "book mark" are all the instructions and coupons for your use.

...

The price is so small —
the benefits are so large . . .



Please Turn Over
— See Other Side





By

Sir Stanley Spurling

Chairman, Rotary International
Student Exchange Committee;
Rotarian, Hamilton, Bermuda

LIKE many great architectural achievements which fire the imaginations of men, the Golden Gate Bridge at San Francisco has attracted its share of legend. One of its more fanciful fables—apocryphal, of course—is this:

To start building the bridge, a thread was tied around the leg of a pigeon. The pigeon flew across the narrows and when he reached the other side, men tied a heavy cord to the thread and carefully pulled it across. After the cord, they pulled a small cable and then still a heavier one. Finally the immense cables that now hold the Golden Gate Bridge spanned the waters.

Some while ago this little legend was told to Rotarians in Australia by a pretty, clear-eyed young woman named Mary Lou Fife, a Rotary Foundation Fellow who hailed from Florence, California. "I like to think that the Rotary Foundation Fellowships are a bit like that," said Mary Lou as she finished her talk. "They are the thread that will mark increasing exchanges between students of all countries who desire a deeper understanding of each other. It is just a thread now, but each year it

Our Fellows...

BRIDGING THE NATIONS

*For 394 fine young people Rotary's Foundation
has opened doors around the world.*

is growing stronger and stronger. Next year, perhaps, it will be a rope, and finally it must be a big cable bridging the gap between nations and binding us all together in a peaceful world."

It should surprise no one at all that such an apt analogy and such good sense should come from Mary Lou, or any of the 393 other sterling young folk whom Rotarians have sponsored for study in lands beyond their own frontiers. They are an intelligent, articulate, and friend-winning group; they are, in Mary Lou's own figure of speech, strong threads in the fabric of international goodwill.

Already we can see some firm results from these young people. Farmers near Bombay, India, today water their crops—thanks to the work of Ramesh Desai, former Foundation Fellow who learned about irrigation engineering in Toronto, Ontario, Canada.

Newspaper readers in Humboldt, Kansas, now know more about Australia than any other distant land, for Australia is the country where the editor and publisher, Emerson Lynn, of the *Humboldt Union*, studied as a Rotary Fellow.

The people of Canada's Province of Ontario drink purer milk, for the Provincial Dairy Commissioner, Everett Biggs, acquired new skills in Ashford, England. He is now a member of the Rotary Club of Brampton, Ontario.

The work of the Danish Ministry of Foreign Affairs moves just a bit more easily because a staff man, former Fellow Vagn Korsbaek, studied in the United States.

Chilean mines produce more metal for the whole free world, and a young mining engineer who has a hand in the work is Sergio

Gajardo Morales, who learned in the Colorado Rockies more about his calling through the Foundation.

There is John Conard, a Kansan now in Paris, France, with the Economic Coöperation Administration, putting to work ideas that he learned as a Fellow at the University of Paris. . . . And David Lang, of Bath, England: he lectures at two universities, passing on the knowledge he mastered in the University of Poitiers, France.

The list is a long one—surprisingly long when we remember that the first 18 of these Fellowships were awarded in 1947. Yes, in but half a decade we can already see our visions of service returned in kind.

India, Australia, France, Denmark—our Fellows have hailed from 48 different countries. But the score is still more impressive when we consider that each young person is a *two-way* ambassador. He represents his own land abroad in talks before local Rotary Clubs and other civic groups, and in his associations with other students—spreading information about the customs, ideals, and culture of his own people. But at the same time, he learns—from lectures and



BUILDERS

*How great it is to see men build
With massive tools, and forge
A bridge to cross the cataract
That races down the gorge.
How wonderful to build a town
And watch the buildings tower,
Where heavy tractors lift the earth
And engines puff with power.
How great it is to write a book,
Or paint a Summer sky,
And give the world those treasured gifts
That never, never die.
But greater yet it is to be
The builders of the men
Who plan the cities, stop the floods,
Or paint with brush or pen.
To guide them through the tender age
And know a father's part
In building dreams, instilling hopes
That fill the boyish heart.
To watch him scale the walls of Time
And know the thrill of joy
That grips your heart when someone says,
"Why, Tim, is that your boy?"*

—Delphia Myrl Stubbs

books, of course, and also from his new friends. Rotarians in his temporary home city open the doors of their homes, offices, factories, farms, and government buildings. His impressions (and what questions leap from young curiosities!) are stored up for the second phase of this classroom ambassadorship. Home again he reports, once more—this time on the land and people he has visited.

A while ago we asked a number of these Rotary Fellows how many talks each had made. They averaged 15 appearances before Rotary Clubs and some 30 talks before other groups. Projecting these figures, we can estimate that our Fellows have talked face-to-face with more than 1,500,000 persons. I say "face-to-face" because others have been interviewed on television networks and radio stations. We simply have no way of estimating the total number of persons who might have heard them—certainly millions more.

Each year our group of scholars has grown larger—this year, a record 111 men and women. As in the past, each one was sponsored by the Rotary Club nearest his home and endorsed by his Rotary District. The final selection of applicants was then undertaken by your Rotary International Committee; I can assure you the job was not easy for qualifications are not lightly judged.

AN applicant must have a bachelor's degree, must be 20 to 29 years old, demonstrate a capacity for leadership and for the making of friends, and produce good records of health, character, and scholarship. He must have a thorough working knowledge of the language he will need in the country where he will study, and his purpose for advanced study must be worthy.

Now, with the added experience of each Foundation year, the program has widened and deepened. Rotary's Board of Directors felt that, since certain Districts had produced several Foundation Fellows, those Districts should defer for a year to Districts not previously represented. Selections, then, for the coming year will be handled more at a local level. Those 28 Districts which have so far had

no Fellows during this first half decade will have first priority for the coming year; along with them will be the 72 Districts unrepresented this year. Hereafter, every District will be assured a Fellow at least biennially.

Each District will select its own Fellow by means of an experienced five-man Committee. This District Committee will then forward all the necessary papers to the Secretariat and the International Student Exchange Committee, which this year I have the honor to head. We shall simply review and approve the District selections, making sure that all the papers and requirements are in order.

Now, in the light of our five-year experience, we find another provision. The whole program of Foundation Fellows is fostered as a distinct part of Rotary's International Service. The Board has acted to keep the program on its course. Fields of study will be limited to agriculture, law, social science, education, journalism, and political science, with training in international diplomacy, or in such other related fields as will definitely advance the fourth avenue of service.

No doubt this recitation sounds impersonal to you. But is it? Across my desk has come a letter which says this: "The Rotary Foundation visited our Rotary Club here in Milton, Pennsylvania. Many of the members were surprised to know that this institution was alive, had a voice, and could ask and answer questions. It was tall, well groomed, and possessed a marked English accent."

And so, as the writer, Past District Governor Walter E. Miller, points out, when we meet one of our Fellows, the whole Foundation becomes very personal indeed. Therein lies the great strength of this adventure in education: *the program is people*. I am reminded of an Italian lad, now a promising young engineer

in his home country. A year or so ago he was learning his skills at Massachusetts Institute of Technology in Boston—one of our Fellows.

Though he spoke English well, and though his marks had been exceptionally good, he was having difficulty with his subjects. The problem of translating technical language was just a bit too much for him. Then he got together with two other Rotary Fellows, young men from England studying at near-by Harvard. He explained his problem, and the two young Britons offered to help their fellow Fellow. Regularly they met for lessons in technical terms. And the results? Well, that Italian youth made such splendid marks that the Institute awarded him a scholarship.

It's interesting to conjecture on that short word *if*. After all, only a few years ago, the homelands of these boys—Britain and Italy—had been at war. And *if* these youths had met as enemies . . . but they did not. Instead, in the spirit of Rotary, they helped each other generously to their friendly gain.

There are many other such stories—like the camaraderie of Colin Hocking, a Fellow from Australia, [Continued on page 45]



Clifford Y. Almond, 26, of South Shields, England, enters California Inst. of Technology in Pasadena.

C. B. Ammons, 22, Red Springs, N. C., will enter Graduate Studies, Switzerland.

Shelley Anderson, 23, of Hastings, Nebraska, will study at the University of Geneva, Geneva, Switzerland.

Cielita Archundia, 25, from Puebla, Mexico, will attend one of the universities located in the United States.



Lars B. Anstrand, 28, Kristianstad, Sweden, will take advanced work at Columbia University, in N. Y.

Ester I. Aviles, 23, of Guayaquil, Ecuador, will enroll at the University of Chile, in Santiago, Chile.

Sylvia A. Bacon, 21, of Watertown, S. D., will study at the University of London in London, England.

Keith Barley, 26, of Derrilquin, Australia, will pursue his work at Cornell University, located in Ithaca, N.Y.



Barbelyn Bennion, 23, from Salt Lake City, Utah, will attend the University of London in London, Eng.

Robert Berdahl, 26, is from Oxnard, California. He will enroll at the University of Paris in France.

R. H. Beuthel, 21, of Sandusky, O., will attend the Graduate Institute of International Studies, Switzerland.

Marilyn-June Beyers, 22, Mt. Carmel, Conn. (sponsor: Hamden, Conn.), attends "U" of London.



Hans C. Blawhuip, 28, from Amsterdam, The Netherlands, goes to the University of Minnesota.

Richard J. H. Bolard, 25, comes from Hamilton, New Zealand. He will study at Purdue "U," Ind.

Ramon A. Boom, 25, San Pedro de Macoris, Dominican Republic, will attend the "U" of Mexico.

Barbara A. Bullock, 21, of Muncie, Ind., will enroll at the University of Mexico, Mexico City, Mexico.



Brian Cane, 25, is from Watford, Herts., England, and enters the University of Chicago in Illinois.

Wilma Dee Collins, 20, of Chattanooga, Tenn., will enroll at the "U" of Mexico in Mexico City, Mexico.

Donald Cone, 23, comes from Monroe, Michigan, and he will study at "U" of St. Andrews in Scotland.

Ted R. Creach, 22, is from Wendell, North Carolina. He enters the University of Poitiers in France.



Warren W. Darkow, 29, from Milwaukee, Wis., will attend classes at the "U" of Rangoon in Burma.

Pierre Deneef, 27, is from Louvain, Belgium, and he will enroll at the "U" of California at Berkeley.

Fernando de Padua, 25, is from Lisbon, Portugal, and will enroll at the "U" of Cambridge, Mass.

Charles E. Dickerman, 20, from Carbondale, Ill., will enroll at the "U" of London in England.

Rotary's 111 Foundation

"Opportunity meeting preparation" is one definition of luck. By it, the 111 young people pictured here are lucky. Each was prepared with the vigor of youth, a bachelor's degree, good scholastic averages, language proficiency, a personable nature, and a capacity for leader-



Mary E. Diehl, 21, is from New Brunswick, New Jersey, and will enter the University of Bonn in Germany.

Arlan P. Dohrenburg, 25, from Hamburg, Pennsylvania, will attend the University of London, England.

Gustavo A. Dupetit, 26, from Mar del Plata, Argentina, will enroll at the University of Pennsylvania.



Manjuari Dutt, 22, is from Delhi, India. She enrolls for study at the University of California, Berkeley.

Jaime E. Dy-Liacco, 21, from Naga City, The Philippines, will attend Northwestern University, Illinois.

H. H. Eastman, 23, of Springvale, Me. (sponsored with Sanford, Me.), goes to "U" of London, Eng.



Shirley Ann Everole, 22, from Latrobe, Pa., will pursue further studies at the University of Paris, France.

Raul A. Faundes, 26, of Teno, Chile, will attend the University of London, England. (Sponsor: Curico.)

Oliver W. Ferguson, 28, is from Tupelo, Mississippi; he will attend the "U" of London in England.



Sarah Anne Fisher, 20, Wyaco, Pa., will go to "U" of Edinburgh, Scotland. (Sponsor: Towanda.)

Mary Sue Flanagan, 26, comes from San Angelo, Texas. She will enroll at the "U" of Dublin in Ireland.

Carlos M. Franchi, 28, La Paz, Uruguay, is to study at Polytechnic Institute of Brooklyn, New York.

Fellows for 1952 - 53

ship. Then along came Opportunity in the form of a Rotary Foundation Fellowship for 1952-53—and, having eagerly seized it, the 111 are now off for a year's study in lands other than their own . . . living the great adventure Sir Stanley Spurling describes on page 18.



Aldo Franklin dos Santos, 27, is from Vitoria, Brazil. He will enter Iowa State College, Ames, Iowa.



Hans C. Freeman, 23, of Sydney, Australia, will enroll at Calif. Institute of Technology, Pasadena, Calif.



Jean Gaiz, 27, from Springfield, Ohio, will study at the National Conservatory of Music, Paris, France.



J. H. B. George, 23, Swansea, Wales, will enter Massachusetts Institute of Technology in Massachusetts.



Frank S. Gibbs, 24, Beckenham, England, will pursue further studies at Harvard "U," Massachusetts.



Dominique Gignoux, 23, Paris, France, will enter Harvard "U" in Massachusetts for graduate study.



Barbara Godard, 22, W. Hartford, Conn., enters Geneva "U," Switzerland. (Sponsor: Hartford, Conn.)



Joel E. Gordon, 22, is from Berkeley, California, and will study at Cambridge University, England.



Garth C. Griason, 22, comes from Syracuse, Kansas, and will enter the University of Cambridge, England.



Jack D. Guenther, 23, Little Rock, Arkansas, will do further work at the "U" of Cambridge, Eng.



J. Alex Haller, Jr., 23, Pulaski, Virginia, will study at the University of Zurich, Zurich, Switzerland.



Calvin S. Hamilton, 28, Cambridge, Massachusetts, travels to England to study at Univ. of London.



John R. Henninger, 27, Pine Grove, Pennsylvania, embarks for France and the University of Grenoble.



Clarence M. Higgins, Jr., 23, Coshocton, Ohio, will continue studies at the "U" of Edinburgh, Scotland.



Manorama Hosli, 24, of Bangalore, India, is to study at the "U" of Wisconsin in Madison, Wisconsin.



David L. Hunter, 23, Bellflower, Calif., enters Graduate Institute of International Studies, Switzerland.



Flemming J. Jensen, 23, Copenhagen, Denmark, enters Stanford "U" in Palo Alto, in California.



Ernest B. Johnston, Jr., 22, of Selma, Alabama, will pursue his studies at the "U" of Paris, France.



George E. Kersey, 25, who comes from Pueblo, Colo., will study at the "U" of Cambridge in England.



Joseph W. King, 22, of Grahamstown, Union of South Africa, enters Cambridge "U," England.



Venetis Kouyass, 28, of Athens, Greece, is entering the University of Nottingham, Nottingham, Eng.



Clive Lawler-Wilson, 23, London, England, enters Harvard University, Mass. (Sponsor: Wandsworth.)



Mary R. Lewis, age 22, Quitman, Ga., will attend the School of Economics, University of London, Eng.



Martin L. Lucchi, 22, of Lincoln, Nebraska, will study at the University of Geneva in Geneva, Switzerland.



Judith B. Lyall, 22, of Ballarat, Australia, will study at the University of London in London, England.



Jorge M. Martin, 29, of La Plata, Argentina, matriculates at Harvard University in Cambridge, Mass.



Peter Mathias, 24, of Bristol, England, is enrolling at Harvard University in Cambridge, Massachusetts.



Garoth B. Matthews, 23, of Franklin, Indiana, will study at the Free "U" of Berlin, Berlin, Germany.



William C. McCarty, 20, of Keystone Heights, Florida, will enter the University of Chile in Santiago.



J. Bryce McLeod, 23, Aberdeen, Scotland, enters the University of British Columbia, Vancouver, Canada.



William R. McQuillan, 22, of Edinburgh, Scotland, will study at Yale University, New Haven, Conn.



Marnie E. Miller, 23, who comes from Reno, Nevada, will enter the University of Cambridge in England.



Andre Misk, 23, of Beirut, Lebanon, enters Massachusetts Institute of Technology, Cambridge, Mass.



Seiji Miyano, 28, of Kyoto, Japan, will be studying at the University of Illinois in Urbana, Illinois.

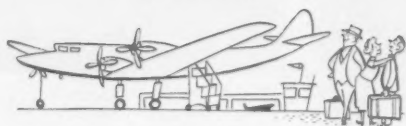


Wilfried Muhlberger, 24, from Steyr, Austria, enters the University of California, in Berkeley, Calif.



Bipin Z. Mulaji, 26, Bombay, India, enters Imperial College of Science & Technology, in England.

Foundation Fellows (Continued)



Alexander J. Nader, 25, Altoona, Pennsylvania, will attend the American University of Beirut, Lebanon.



Bruce L. Nelson, 22, from Morris, Ill., will attend the Free University of Berlin, in Berlin, Germany.



William W. Newman, 23, of Athens, Texas, is to enroll at the University of Edinburgh, Edinburgh, Scotland.



José T. Nunes Ferreira, 23, São José do Rio Preto, Brazil, enters Harvard University, Cambridge, Mass.



Leon Pacala, 26, of Rochester, New York, will study at Catholic University of Louvain in Belgium.



James W. Pace, Jr., 22, from Brownsville, Texas, will study at the University of Durham in England.



Tauno K. Palva, 27, of Turku-Abo, Finland, will enter Washington University in St. Louis, Missouri.



Joseph C. Payne, Jr., 27, from Danville, Illinois, will enroll at the University of London in England.



Daniel E. Peterson, 23, from Coules Dam, Washington, enters the University of London, in England.



Candace L. Ramsey, 23, Tarentum, Pa. (sponsored with Brackenridge, Pa.) enters London "U."



Pietro Rescigno, 24, and will further his graduate work in a European university.



Alice C. Reynolds, 23, from Charlotte, North Carolina, will enter the University of Paris, Paris, France.



William W. Riesberry, 26, of Leaside, Ont., Canada, will study at the "U" of Manchester, England.



Robert E. Riggs, 25, of Tucson, Arizona, will enroll at the University of Oxford, in Oxford, England.



Patricia G. Robinson, 23, of Nantwich, England, is enrolling at McGill University, in Montreal, Canada.



Marjorie B. Rynnion, 23, of Jacksonville, Illinois, will study at the London School of Economics, England.



David A. Shutt, 26, Burnley, England, enters Massachusetts Institute of Technology, Massachusetts.



William H. Simpson, 28, of Westminster, Maryland, will enter the University of Edinburgh in Scotland.



Avtar H. Singh, 29, from Meerut, India, will be enrolling at Harvard University in Cambridge, Mass.



George L. Small, 28, of Unbridge, Massachusetts, will study at the University of Geneva, Switzerland.



Dick J. G. Smith, 25, Pretoria, Union of South Africa, will enter the University of Iowa, in Ames.



George A. Soule, Jr., 22, Fargo, N. Dak., will enter the University of Cambridge, Cambridge, England.



Jane A. Stuntz, 21, Nashville, Tennessee, will enroll at the University of Chile, in Santiago, Chile.



Ofelia Tabares Diaz, 23, of Pinar del Rio, Cuba, enters the University of London, London, in England.



Selvadurai Thiruchelvam, 26, Singapore, will enter Cornell University, in Ithaca, New York.



James M. Thompson, 26, Tiverton, Canada, enters University of Aberdeen, Scotland. (Sponsor: Paisley).



Scott D. Thomson, 22, Vida, Ore., enters the "U" of Malaya, Singapore. (Sponsor: Springfield, Ore.)



Santos G. Vanegas, 24, Jinotepe, Nicaragua, will study at the University of Buenos Aires, in Argentina.



Richard T. Vann, 21, of Belton, Texas, will be enrolling at the University of Oxford, in England.



Ewout Van Walsum, 24, of Delft, The Netherlands, enrolls at McGill University, in Montreal, Canada.



Jack R. Vinson, 24, of Kansas City, Mo., will study at the University of Cambridge, in England.



Lido J. Virzani, 29, from Missoula, Mont., will enroll in Mexico City College in Mexico City, Mexico.



Haro Von Buttlar, 26, Heesen, Germany, enters the University of Chicago, Illinois. (Sponsor: Kassel).



Bonnie E. Warren, 23, from Sturgeon Bay, Wis., will study at the University of Edinburgh, Scotland.



Nancy K. Watkins, 22, from Ann Arbor, Mich., will enroll at the University of St. Andrews, Scotland.



Bert T. Webb, 22, Duncan, Oklahoma, will be enrolling at the University of Edinburgh, Scotland.



Sue Ann Wood, 22, of Jefferson City, Missouri, will enter the University of Edinburgh, in Scotland.



William C. Young, 24, of Millville, New Jersey, enters the University of Edinburgh, in Scotland.



Berta Zagarra R., 29, of Miraflores, Peru, will be enrolling at the University of Rome, in Rome, Italy.



A BRITISH VIEW OF World Trade

*If nations exchange more goods,
we can avoid the choice between guns and butter.*

By HUGH GAITSKELL

WHEN the Western democracies, galvanized into action by the invasion of South Korea, decided to rebuild their defenses, it was generally expected that any danger of trade recession had vanished for at least some years. The substantial increase in Government expenditure on rearmament, it was confidently supposed, would boost demand to a level sufficient to guarantee full employment for a long time to come.

At first these prophecies were fully borne out by events. The United States economy, which

even before Korea had begun to recover from the mild recession of 1949, expanded swiftly; production, showing a surprising resilience, rose 15 percent in a year. Raw-material markets boomed. By early 1951 the prices of wool, rubber, and tin, the three major dollar earners of the sterling group, reached very high levels. Partly as a result, the sterling area, for the first time since before the war, earned more dollars than it spent. The gold reserves in London, desperately low six months before, began to pile up.

Then with startling suddenness the picture changed. The produc-



Photo: Gendreau

About the Author



Photo: D.N.S.

"A **HARD** hitter in debate" is the way one London newspaper describes Hugh (Todd Naylor) Gaitskell. "Unperturbed in the face of difficulties" is still another description. Both qualities have well served the 47-year-old British political leader and former Chancellor of the Exchequer. A trained economist, he entered the service of his country during World War II in the Ministry of Economic Warfare and in the offices of the Board of Trade. In 1945 he was elected a member of Parliament; later he served as Minister of Fuel and Power (during the bleak Winter of 1947) and Minister of State for Economic Affairs.

AN INTERNATIONAL SERVICE FEATURE

OCTOBER, 1952

tion curve in the U.S.A. flattened out; imports into America dropped back, as inventories which had been rising were allowed to fall. The boom in raw-material prices collapsed. The sterling area was plunged into a new and very serious dollar crisis.

Today with the rearmament programs not yet half completed, the atmosphere of boom has evaporated. True there is so far no general slump or even recession; but in some industries, notably textiles, production has been cut back sharply and in some countries local unemployment has broken out on a big scale. Trade restrictions which had been lifted in the 1950 boom have had to be reimposed by countries such as Britain, France, and Australia, which are running heavy deficits in their overseas-payment accounts. Even in the United States, whose trade surplus has been rising again, there is some revival of protectionist agitation. In business circles generally there is uncertainty and doubt about the future, while in the background lurks the biggest fear of all—the fear that next year a slump may develop in the U.S.A.

I do not propose here to analyze in detail the reasons for the change in the economic climate. In part they lie in the field of Govern-

ment policy—especially in relation to credit control; in part in the change of consumer expectations. In both cases developments in the United States economy have exercised a decisive influence on the rest of the world.

Nor am I suggesting that the change has been necessarily bad. The real evil may well have been to allow the boom in material prices and the expansion in inventories to develop on such a scale in the first instance rather than to check these developments by adopting anti-inflationary policies afterward. So far as the United States itself is concerned, it seems to me, as an outsider, no small achievement to carry out a vast rearmament program in peacetime with so little general disturbance. In the past 12 months at least there has been a remarkably high degree of stability in prices, employment, and production.

Nevertheless there are good reasons for serious concern about the present economic situation and the immediate future. The continuing lack of balance between the dollar area and the rest of the world is an ominous phenomenon.

It is unfortunately only too clear that the dollar problem is still very much with us. Although of course there are differences in the position of different countries,

taken as a whole the rest of the world, despite (a) substantial Government grants and loans from the U.S.A. and (b) severe restrictions on the import of dollar commodities, finds it still extremely difficult to raise enough dollars from all sources to pay for its imports from North America.

To put the same point in another way: Since the war the U.S.A. has had every year a surplus in its balance of payments on current account. The surplus has varied in size from 2½ billion dollars in 1950 to 11½ billion dollars in 1947. It has been financed primarily by U. S. Government loans and grants which, in the five years 1946-50, amounted to no less than 26 billion dollars. There has also been about 6½ billion dollars of private overseas investment. But even these huge sums were not sufficient to cover the excess of U. S. exports over imports in this period. There was also a substantial movement of gold from the rest of the world to the U.S.A. to pay for the balance. Only in one year, 1950-51, was the movement of gold away from the U.S.A.

These figures and facts indicate clearly the unstable nature of the present situation. In effect, whenever the trading surplus of the U.S.A. exceeds the dollars available for financing it from Government grants or loans or private investment or other sources, gold flows from the rest of the world to the U.S.A.; and if this process continues for long, it means crisis conditions for at least some other countries, especially in Europe and the sterling area.

The story of 1951-52 is a good illustration. Its troubles were largely the consequence of an increase in the U. S. trade surplus combined with a simultaneous decline in the amount of foreign economic aid. The rise in the U. S. surplus was itself caused by U. S. imports falling in the manner I have described, while simultaneously U. S. exports rose as the rest of the world expanded dollar purchases in a kind of hangover from the previous boom. As for the reduction in economic aid, it must be emphasized that the military aid which has so largely replaced it could only play the same economic rôle if it enabled the recip-

Photo: Australian National Travel Assn.



Dollar-earning sheep are these in Australia; wool is a top sterling-area export.

ient countries automatically to expand their dollar exports to the extent of the aid. But of course it cannot be said to have any such effect. The tanks and aircraft are vital in the defense against aggression, but they do not enable Europe, as European Recovery Program [E.R.P.] aid did, to purchase badly needed dollar materials or food.

In present conditions the gold reserves of the rest of the world are too low for them to be used to any considerable extent to pay for imports from the U.S.A. If therefore the surplus is to continue, if America is to go on exporting more than she is importing (exclusive of military aid), the dollars must come from somewhere else to pay for the balance.

IN THE DAYS before the First World War when Great Britain, like the U.S.A. today, had a trading surplus, she was accustomed to invest abroad through private channels in a big way and thus provide the sterling needed to purchase the surplus of exports over imports. Unfortunately the level of private overseas investment from the U.S.A. today does not seem likely to cover more than about a quarter of her trading surplus. It may be that through the International Bank and other institutions about the same amount again might be provided. But there will remain a gap which even under conditions of full employment in the U.S.A. appears to be about 2 to 3 billion dollars and which under less favorable circumstances could be much larger.

Moreover, if the rest of the world is to be in a position to meet the inevitable fluctuations of international trading conditions without having to impose drastic restrictions, it must build up its gold and dollar reserves. This means that ideally there should be some outflow of gold from the U.S.A. for some years—in other words, that the export of capital together with U. S. Government grants and loans should exceed the trading surplus.

It seems doubtful whether the American people will be prepared to go on making free grants on the scale required to the rest of the world indefinitely. If, on the other

hand, there are to be further U. S. Government loans, then these will have to be repaid; but they can only be repaid if the rest of the world can procure still more dollars. Loans are a temporary solution, but unless in themselves they increase the dollar-earning or dollar-saving capacity of the rest of the world, they may make matters worse in the long run.

If the surplus cannot be financed at all, then of course it must disappear. But there are different ways in which this can happen.

The best solution from the point of view of the rest of the world, and—I would say—from that of America too, would be for American imports to increase; America, in short, while continuing to sell as much to the rest of the world, should spend more of her export earnings. If only one percent of her national income were diverted to spending on imports, this would increase her imports by some 20 percent and probably be adequate to close the gap.

It may be argued that it is up to the rest of the world to persuade the American people to alter their "expenditure" habits so as to produce this result, to persuade them by offering them the right goods at the right prices. Fair enough! But the rest of the world can fairly claim in their turn that no obstacles should be put in the way of their efforts to do so. To proclaim the virtues of free competition, to seek to maintain a high level of exports, to exhort foreign countries to earn more dollars, and simultaneously to demand higher tariffs against foreign imports does not add up to an intelligible policy. The truth is surely that the dollar problem can only be tackled if both surplus and deficit countries play their part. It is unreasonable to expect all the adjustments to be made by one side or the other. If in this way U. S. imports increase in relation to exports, then a balance can be achieved at a higher level.

But what if this does not happen? Then there will remain only the alternative that the rest of the world will have to cut down imports from America still further and try to find alternative sources of supply. Trade will be balanced between [Continued on page 60]



So You Have a Handicapped Child?

THEN count him lucky—lucky that he lives today!

"Closet children" are out of style. Only a few decades ago there were many. Because of some defect, they were hidden away when visitors came. Today there should be none—anywhere.

No matter what the trouble, there's help if you know where to find it. And the first step is to get information. Learn what can be done to correct the defect or to make it possible for the child to live as nearly a normal life as possible.

Any Handicap—A good way to learn about agencies to help —no matter what the handicap —is to write to: *Children's Bureau, Federal Security Administration, Washington 25, D. C.*

Mentally Retarded—A difficult but usually not a hopeless problem. Discuss it with your pastor, physician, school authorities, and local public-health or welfare workers.

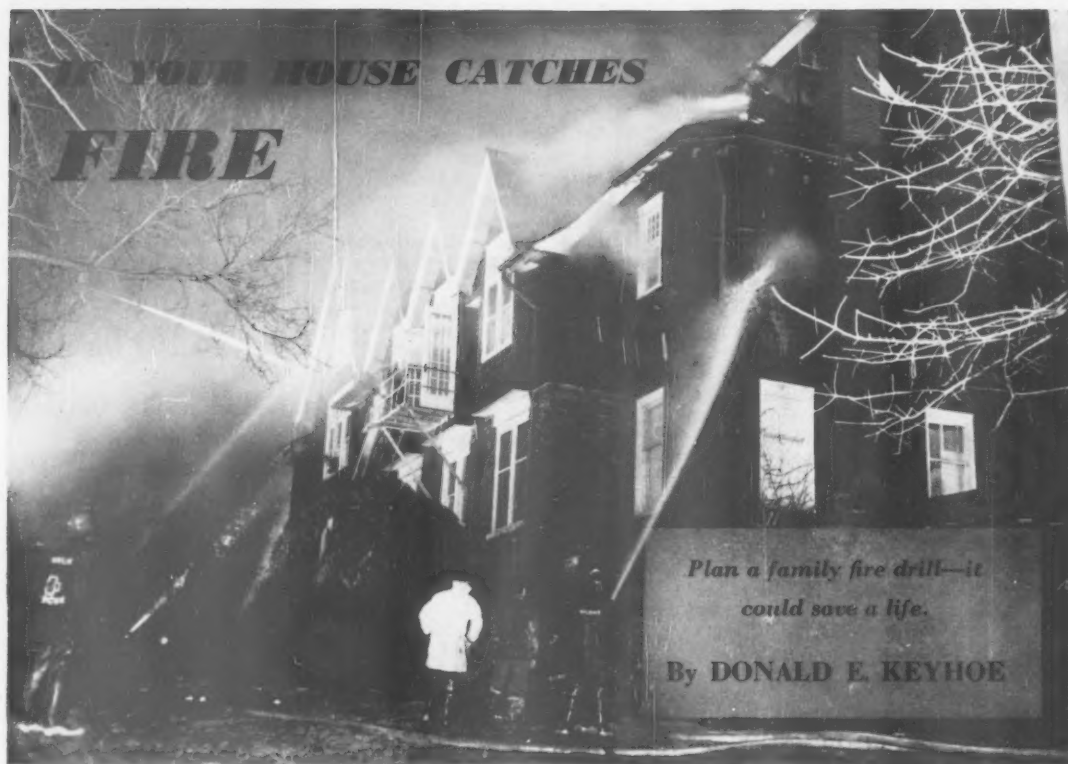
Eye and Ear Defects—Check up with your physician. Ask for information at local or regional offices of State or Provincial health and welfare departments. Early treatment is important!

Cerebral Palsy—Here miracles are being performed. Write to: *United Cerebral Palsy Associations, 50 West 57th St., New York, New York.*

Cripples—Your State or Provincial health and welfare department will have suggestions.

Also: *National Society for Crippled Children and Adults, 11 South LaSalle St., Chicago 3, Illinois.*

Also: *National Foundation for Infantile Paralysis, 120 Broadway, New York, New York.*



IF YOUR HOUSE CATCHES FIRE

*Plan a family fire drill—it
could save a life.*

By DONALD E. KEYHOE

Photo: H. Armstrong Roberts

ONE gray morning, just after dawn, fire trucks roared through downtown Washington, D. C., to a burning house on K Street. As the engines drew up, firemen hastily scanned the windows for trapped occupants. None could be seen.

When they broke in, the firemen found the tragic answer. The entire family lay dead at the foot of the stairs. Some, perhaps all, could have escaped by the second-floor windows. Instead they had rushed down the steps, to collapse from the fumes and heat.

"It was ignorance of fires that killed them," said local Fire Marshal Raymond C. Roberts. "Ignorance—and panic. Every year thousands are killed and many others hurt because they lose their heads. If people would just think out what they'd do in a fire—and what *not* to do—it would save a lot of lives."

In planning your actions in case of fire, the entire family should be included. Some parents, however, object to including the children.

"Older ones, yes," the mother of a 5-year-old said to me recently, "but I'm not going to scare Cissy with any talk about fires. She frightens too easily. If the time ever comes, I'll take care of her."

But it doesn't always work out that way. In 1950 a house in rural Illinois caught fire from a defective furnace. When the family awoke, the first floor was ablaze. The father ran through a connecting door to the bedroom of his two boys. Just as he got there, the younger boy opened the hall door and ran toward the steps. The sudden draft shot the flames up the stairway. Trapped on the steps, father and son both died. The mother escaped with the other

boy by climbing out onto a porch. If this way of escape had been planned by the family in advance, probably all would have lived.

An escape plan is especially vital at night when fires often spread unchecked while occupants sleep. To add to this danger, thousands of people sleep in rooms that are veritable fire traps. A retired fire chief recently gave me a dramatic example of this. A friend of his with a large family had converted an attic into two dormer rooms for his teen-age daughters. When the ex-chief dropped in, the father showed him the finished job.

"He was as proud of it as were the girls," the old fireman said, "but I had to tell him that he had the girls right at the top of a chimney and practically trapped if a fire developed.

"I pointed to the steps," the chief went on, "as the only exit

A COMMUNITY SERVICE FEATURE

and told him the girls were in a bad spot if a fire ever broke out."

Stunned by the veteran fireman's words, the father turned off the fan and that night had the girls sleep downstairs. The next day he put hammock hooks alongside each dormer window for holding rope ladders, one going down on top of a porch, the other onto a garage. He installed an electric bell to warn the girls in case of fire. The bell is battery operated—house current often fails in a fire. After the changes, the girls returned to their dormer rooms—but not until the attic fan was removed and air conditioning installed.

Sometimes, of course, housing conditions make it impossible to eliminate a bedroom fire trap. Then a connecting door can be cut into another room to provide a safe exit, or a section of an upper hall can be closed off by a partition with a separate door to enable occupants to go from one room to another without exposure to heat or fumes.

In discussing the danger of fires, Fire Marshal Roberts emphasized the importance of shutting off drafts. "Even in hot weather," he said, "you shouldn't sleep with your hall door open. The draft may suck combustion gases into your bedroom, and you could be overcome without flames ever reaching your room. As for transoms, my advice is to keep them closed. Hundreds of people have suffocated or burned to death in hotel and apartment fires because of open transoms."

If you wake up smelling smoke, first feel your hall door. If it isn't hot, open it an inch or two, bracing yourself against it in the event of sudden pressure. Don't go out unless the hall is clear of excessive smoke and heat. And remember, even if you see no flames, you can be struck down by deadly gases.

When the way to the lower floor is clear, children and elderly persons should be got out at once. One adult should go with the youngsters, while another should call the fire department. Have the number memorized, but also keep it on a card near the 'phone—you may forget under pressure. If you don't know the number, dial Operator. In either case, make what



SMOKEY A Cub Who Bears Attention

AMERICA'S No. 1 salesman, beyond much doubt, is a fellow who lives in the rather swanky north-west section of Washington, D. C. The money he earns comes to millions of dollars. He has iron bars on his windows—which you might expect. But he's only 2 years old—which you might not. This exceptional chap is a small bear.

For decades the U. S. Government and other authorities have been trying to get people to be careful in forests. Yet, year after year there'd be about 200,000 forest fires.

During World War II, with shortages of manpower and equipment, forest conservation authorities became desperate. Then came the Walt Disney cartoon picture *Bambi*, with its poignant climax a terrible forest fire. Forest Service people took note. So for a while *Bambi* posters were scattered about the country, exhorting everyone to be on guard against causing fires in wooded areas.

But the Forest Service men felt that a deer was not quite the right symbol. Talking to operators of zoos, they learned that, next to monkeys, bears were the favorite animals. Since monkeys seemed a little improper for so grave a matter as saving forest lands, the bear was chosen.

Thus it was that in 1946 "Smokey the Bear" began to appear in magazines and newspapers. The Forest Service people weren't too happy about him. For example, not one but several artists worked on the paintings, drawings, and sketches. And the "look" of the bear would sometimes vary.

A model might solve it—a real live bear that would serve as a standard—and there followed a search of many zoos. But no bear seemed quite right. Years went by. Then early in 1950 there was a terrible forest fire in the Lincoln National Forest of New Mexico. At one time it looked as if L. W. Simmons, district forest warden, and some 24 fire fighters were trapped. But when it was all over, these men discovered they were not the only form of life that had been held at bay by the searing barrier of flame. At the edge of the fire, they came upon a tiny bear cub, weighing about five pounds, his hair singed and feet severely burned. He was clinging to a small tree and chewing on the bark, apparently trying to get some food for moisture. He'd no doubt lost his parents and his brothers and sisters in the fire.

And that's how the real-life

Smokey came into being. His picture appeared in the papers; the forest people in Washington saw it and announced, "That's it—that's our Smokey." The fire-prevention symbol of their drawing boards for the last four years had finally come alive.

So the Smokey "born of a forest fire" was flown to Washington to become the model of all the Smokey forest-fire posters and drawings. Today the New Mexico bear is one of the best-known celebrities of the U.S.A. He appears on some 100,000 car cards on busses and trolleys in 400 cities. His likeness can be seen on placards in railroad stations and in vacation areas. He has made personal appearances in parades and on television. Some of the outstanding personalities of the United States, including President Truman and Hopalong Cassidy, have become "Smokey rangers." Smokey has had a personal plane of his own, with his name painted on it, to carry him around. And he receives as many as 17,000 fan letters in a week.

But Smokey's main accomplishments match his new status. The United States in the five-year period immediately before World War II had averaged 210,000 forest fires a year. It is officially estimated that at least 45 percent more people are visiting the woods now than did so in the prewar years. On this basis the number of forest fires should be about 300,000 a year. But Smokey, wistful, determined, and purposeful too—around whom practically all forest-fire messages are built—has made such an impression that the number of forest fires a year now comes to only 190,000, or fewer than before the war. The number seems to be decreasing steadily.

Smokey, now all of 2 years old,



Remember—Only you can
PREVENT WOODS FIRES!

and grown from a five-pound baby to an "approaching teenhood" of about 140 pounds, probably will continue to be the model for the Smokey poster for the rest of his days. He lives a quiet, peaceful life out at the Washington zoo.

Smokey may go down in history as "the bear who saved America's woods" and, after all, who else can make such a statement!

—Harold Heller

you say concise: "My house is on fire. It's at 740 North Main Street." Don't hang up before the address is repeated.

If a fire is small, you may be able to put out the blaze yourself. The best precaution is to keep a fully charged extinguisher on each floor. But don't use liquid on short-circuited wiring—you can be electrocuted. Pull the main switch to avoid this extra hazard. And it's a good idea to keep a flashlight handy.

WHEN a house must be abandoned in minutes, clothes and important papers must be left behind. Some friends of mine, however, keep ready for this possibility. Burned out of one home without a pair of shoes to put on, they now keep two suitcases packed with enough wardrobe items to enable them to carry on for a short time. They call them their "fire kits." It takes but a second or two to toss out a fire kit, and as my friend says, "If we ever in another fire, we won't be caught short again."

Of course, if a blaze is raging close to your bedroom, escape is all that matters. If you must enter a smoke-filled hall, cover your nose and mouth with a wet towel before going out, take a deep breath, and hold it while you run for the nearest exit. If you can slam the door behind you, do so; it will prevent a new draft from drawing flames into your path. Also, if you go from one room to another, close the doors quickly.

In rooms with windows that do not open above a porch or garage, wait for the firemen to rescue you—unless the blaze is perilously close. But if you must jump, your chances are not nil. Fire records show that thousands have jumped from second-floor windows without serious injury. But if time permits, and fire is not pouring out of windows below, it is better to slide down an improvised rope.

Sheets can be tightly knotted together, then tied to the leg of a bed pushed near the window. Bedspreads, blankets, heavy curtains, and drapes will serve in the same way. In one hotel fire a 195-pound guest used a sheet-bedspread-blanket rope to descend from the fourth floor, dropping the last ten

feet with only a wrenched knee.

In a number of cases young children and crippled or elderly persons have been let down by sheet ropes fastened under their arms. One mother put her six-month-old child in a laundry bag, securing the cord to a sheet rope. After lowering the baby she tied the sheet to a radiator pipe and slid down safely.

When an upper hall is an inferno, it may seem impossible to rescue anyone trapped in other bedrooms. But it can be done, as the experience of several near-victims proves.

One young father, blocked from other bedrooms by a flaming hallway, escaped with his wife through a window. He rushed to the garage, drove his car alongside the house with a stepladder thrown on one fender. Mounting the ladder on top of the car, with his wife to hold it from slipping, he climbed up and broke a window. His two children and his wife's mother had all been overcome, but he got them out in time.

If you are an average homeowner, a two-story extension ladder is sensible insurance against having your family trapped by fire. One man I know, who lives four miles from a fire station, keeps his extension ladder on hooks at the rear of his house. Close to it hangs a coil of rope; also a hatchet for smashing in screens and windows.

Most owners keep their ladders in the garage or tool shed. If you do, have duplicate keys hidden nearby. Don't repeat the tragic experience of a homeowner in Ohio. Because of a sick baby, his wife was sleeping in the nursery. During the night, fire broke out, sweeping up the stair well. Unable to cross the hall, the man dropped from a bedroom window and frantically ran for his ladder in the garage. In his frenzy he forgot the garage key. There were no windows, and he lost two precious minutes breaking in the door. He finally got the ladder around to the nursery side of the house, only to find the room engulfed in flames. A duplicate key could have saved his wife and baby.

It would take the average family just about 20 minutes to go

through their home, spot any fire traps, and determine the best ways to escape. Working out a detailed plan covering ladders, extra keys, fire kits, etc., would take a little longer. But even the first step would pay priceless dividends in lives saved, if enough of us followed it through.

In the last few months scores of people have told me how it feels to be burned out. Typical of their reactions was the story of a middle-aged housewife and mother.

"When we got out, after that awful scare," she related, "all I could think was, 'We're safe—we're all alive.' Neighbors took us in and loaned us some clothes and we suddenly realized what it meant—everything lost, no place to go. For five weeks we lived in a tourist camp—ten days of it in a trailer—until we found a house.

"It took three months to get our fire-insurance money. The adjusters haggled over everything. We didn't have a list of things in the house, and we couldn't prove we'd bought some of the stuff. Now we keep an itemized list of everything, and our receipted bills. My husband has filed one copy of the list with the local insurance agent. Every time we buy something new he takes in a memo, and the agent initials our latest list.

"WE keep the list and our insurance policies in a small metal box with a handle. Beside important papers, Frank and I both have extra eyeglasses in it, and at night I always put in my rings, along with the housekeeping money and the automobile keys."

Talking with fire victims is a disturbing experience, but it does teach valuable lessons. Perhaps you will never have to face the menace of fire. But you might—so at least take 20 minutes: look over your home; decide how you'd get out. Then if you awaken some night to find your house on fire, you will have a plan to follow that will help you and your family avoid the mistakes that have caused the death of many fire victims.

And remember, include every one—Mother, Johnny, and Sis—in your fire plan. They should know what to do at all times, because that's when fires break out.

It's the KICK that Counts!



Charlie Justice, All-American from North Carolina, boots one.

WE CALL the game football—but what's become of the foot in it? Have we sold it short as a weapon that can kick the team to victory? Let me tell you some stories out of gridiron annals and out of my own experience that show what the educated toe has meant and can mean again in this greatest of team sports.

I start with 1913 and the Yale-Harvard classic of that year—a contest that for thrills has never been exceeded in the 125 years of U. S. intercollegiate football. So I think, at any rate.

So evenly matched were the two great teams that Haughton, the Harvard coach, foresaw a deadlock. One of his boys, however, was the fabulous All-American Charley Brickley, and on the talented toe of this youth Haughton concentrated his hopes and plans for knocking off old Eli. Nor did he conceal them. In the pre-game warm-up the Crimson kicking specialist began splitting the uprights with pin-point field goals from various angles close up. Gradually he worked back to the 50-yard line. There, just minutes before the opening whistle, he drop-kicked one over each of the two goal posts, then ran off the field.

That afternoon to the ecstasy of a capacity audience, Charley Brickley booted five field goals—four drop kicks and a place kick

—to defeat Yale 15 to 5. Only once since then has that record been beaten in varsity intercollegiate football. That was in 1922 when Covington of Centre College kicked six field goals in one game.

You would probably reach for the smelling salts if you viewed such feats as that in your favorite bowl or stadium this Fall. Most of the college field goals scored last year were from the 20-yard line or closer. True, Lou Groza, the "pro," negotiated a 45-yard field goal in the National-American play-off last January, but who wouldn't say, "Aw, come on now!" at the mention of some college kicker having booted 60 yards? Yet Hewitt of Columbia did it in 1930 and nine years later Powers of Denver boomed one from 56 yards out.

Last Spring seven college stars, one a former high-school All-American, became my kicking pupils. They were masters of all the other football fundamentals, but only 20 yards out from the goal posts, which at that distance loomed like the Eiffel Tower, they often feared their place kicks wild. I could understand it. With the emphasis on the passing and running attack that prevails, their coaches regarded field-goal scoring as a final and desperate gamble—whereas it was once a reliable victory weapon.

Many coaches are still aware

Photo: Communication Center

By
ARNOLD A. FENTON
Football Kicking Specialist and Teacher



Charley Brickley, shown here in his prime, took deadly aim for a pass; no less deadly were his place and drop kicks which could knock sparrows off a telephone wire.

point at a target as big as a barn.

At the New York World's Fair in 1940 I participated with Brickley in a demonstration. Then in his late 40's, he fascinated the crowd with place and drop kicks that he delivered 40 yards accurately and speedily from varying angles. A part of his "boot" training back in his playing days, he told me, was toting along a football wherever he went; his favorite target, a sparrow on a wire.

Photos: (left and right) United Press Photo; (center) Open Road



Teaching with his foot is Author Fenton, who has helped hundreds of youths learn better kicking. . . . (At right) Notre Dame's Frank Carideo, of the talented toe.



that whoever has the kickers controls the game and have groomed a few specialists literally to kick in. Alabama 16—Georgia 14; Ohio State 3—Northwestern 0; Mississippi State 10—Tulane 7: margins of victory via field goals and all on one Saturday afternoon last November!

There were a dozen other exciting exhibitions by the kicking sharpshooters last Fall. But in the many college contests, such as the Navy-Yale tilt, where three pathetic field-goal attempts to break a tie failed, something of football's glamour was missing. A few hundred victories were dropped because college stars couldn't even score in such a mechanical department as place-kicking an extra

There were no sparrows on the crossbar of the goal posts for my college kicking novices, but I tacked an old red sock at the center. This got the idea across that goal kickers have to spot a target with the same accuracy that a spectacular passer hits his receiver.

But balance is the big factor, I also contend. To teach this to my boys, we used an exercise that I've found can work miracles. Each potential kicker stands on his balance foot and swings his kicking foot back and forth, limbering up. As balance develops, the kicker masters follow-through and control—those ingredients for distance and accuracy. To tune up timing and coordination, two other

vital points, each kicker goes through his routine at short distances and in slow motion. That way we spot any basic errors. Finally I hit the importance of concentration. Many crucial punts and field goals backfire because the kicker takes his eyes off the ball.

These basic tips were the ones I've put to work on, well, about 900 college and high-school boys in recent years. Usually they show quick results. In less than half an hour, the seven I've mentioned were sending their kicks consistently through the uprights like guided missiles.

Now let me switch to the punt—which is a different story. Frank Carideo, Notre Dame All-American, started a new trend with it in 1930. To spectators, and more dramatically to coaches, he vividly

demonstrated that there is no percentage in punting the ball into the end zone and handing the other team a 20-yard advantage. By the deft control of his kicks he proved against both Army and Northwestern that year that the opponent's fast and elusive backs could be slowed down and even stopped.

Previously the emphasis had been on long, down-field punts travelling 50 to 60 yards in the air, straight into the waiting arms of speedy safety men. Often, with a little blocking aid by teammates, the "safety" could return them for long gains and even touchdowns. Kicking directly to a man like Princeton's 1951 All-American Kazmaier has always been to court

disaster. Smart coaches today avoid those boomerangs by teaching their punters to angle away and toward those "coffin corners." Carideo was one of the pioneers in that strategy.

A recent display of what havoc these sharpshooting punters can produce is Chuck Ortmann, the hero of the 1950 Michigan-Ohio State encounter. Michigan's pet weapon in that game was to have been Ortmann's skilled pitching. Yet not a single pass connected. In a driving snowstorm, the Wolverine wizard starred in a different rôle—spot punting. Eleven times that day with a wet ball he kicked out of bounds inside Ohio State's 15-yard line. Direct hits like that dissipate both spirit and offensive strategy of any team. Having bottled up Ohio near its own goal line for practically the whole afternoon, Michigan had only to wait out the ultimate break. Trying to emerge from the mess by punting out of danger under brutal pressure, the Buckeyes had two kicks blocked—one for a safety, one for a touchdown. Without registering a single first down Michigan won 9 to 3. Ortmann's educated toe that day gained the Wolverines the Big Ten title and put Michigan on the road to the Rose Bowl.

INCREASINGLY, too, the college mentors are discarding the outmoded theory that punting is something to which you resort on fourth down.

Smartly coached quarterbacks call for a quick kick on first or second down, especially if the other team shows signs of defensive power. The quick kick is an offensive thrust, a short loan to the other team for which it quickly pays a high premium. It is pulled by a team when deep in its own zone, in the area between the five- and 40-yard lines. It has many exciting charms: it picks up yardage fast and easily, may even become the kicking team's ball, saves power and plays for the big touchdown push, and throws the opponent off balance by its element of surprise and shatters its morale. It also delights the paying public.

A few years ago I spent three days grooming North Carolina's All-American Charlie Justice on this type of kicking. With the

safety man playing up close during those first two downs, all he can do is chase it. The roll is the big feature in this move. Not only does it give the extra distance, but any player on the other team is handling an explosive in fielding a rolling ball. Just to touch it may mean possession, even a touchdown for the team that kicked.

Justice was getting 50 to 55 yards in the air, but he was killing off the roll. The ball, on hitting the ground, would quickly lose momentum, spin off to the side, and at times, even worse, start to roll back. What was the cure? A simple correction—teaching this brilliant punter to keep his kicking toe turned down. This trick makes the pigskin roll downfield with the speed and ease of a ball sliding down a bowling alley.

In 1949, Justice tore the heart out of Georgia with his quick kicks. They covered 70 yards and better with the roll and helped move him up to the Number One spot among U. S. kickers during his college career, with a 44-yard average. At Colgate University they still run off the movies of the 1946 games to show their players what makes a quick-kicking expert like Wheeler tick. One of the greatest of all times with a 46-yard average in 1949, he threw back teams such as Cornell repeatedly with his long surprise boots. The Cornell backs wore themselves out caddyding his punts. When he was 16 and a high-school football aspirant, there was an agreement between him and his tutor: neither went home until his kicks averaged at least 60 yards with the roll. On some of those snappy Fall evenings we could have used radar in the dusk to locate the ball.

Any way you look at it, football's a great game . . . great for the little lads on the grammar-school green, great for the big boys in the college conferences, great for us in the grandstands. But I hold that it can be still greater if all who pour their energies and talents into it remember the *foot* in football and make the most of it. The fact is, as I bring this to a close, I'll go out on a limb and asseverate that *whoever has the kickers controls the game*. See how that works out in your town next Saturday.

Human Nature Put to Work



Style setting has a strong appeal for ladies of almost any age. Four-year-old Jean had fallen off her tricycle and was screaming with pain. Her mother, trying to cleanse and bandage the badly cut knee, could get no cooperation from the child. Coaxing, bribery—nothing would quiet her. Finally, in desperation, the mother suggested, "You know, if you had a bandage, you'd be the only child in the neighborhood with one. They'd all want one, too." In another moment the tears had subsided and the knee held still.

—Mary I. Crouch, Seattle, Wash.



A friend of mine who sells insurance approached a penny-pinching prospect after doing careful research on him. "I have all the insurance I want," growled the prospect as he glanced at my friend's card and tossed it into the wastebasket. Licked? Not my friend! He reached into the wastebasket and said, "I'll save this card, if I may. They cost my company one cent each." The old skintint warmed up at once. "Any man who cares that much about his company's expenditures may be worth talking to," he said. "Sit down." My friend left the office with a check for the first premium on a \$30,000 policy.

—Rotarian Albert Owen Penney
Washington, D. C.



Tenacity often just plays out—along with one's wind—but even this human trait can be put to work. Last Winter my husband was cleaning our walk of snow when two youngsters came by, armed with large shovels. "Like your pavement shovelled, Mister?" one of them asked. My husband explained that he already had a good start. "Well," said the older lad, "we get most of our jobs from people who are half through."

—Mrs. Helen Majoris, Johnstown, Pa.

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication).—Eds.



Wellington on the March

For healthier babies, that is. It's a Rotary story from Australia.

RAIN is usually welcome around the country town of Wellington, New South Wales, Australia. But rain just about spoiled some fun there one Saturday morning not long ago.

Wellington's 5,000 townsfolk call their city the "Haven of the West," and although they're but 250 miles from Sydney, the Great Dividing Range walls them off from coastal dampness. So farmers and sheep raisers usually like rain. But not that Saturday morning.

The weather cleared just in time, however, and I ducked out, along with the sunshine, to hear sound trucks announce that the big parade would begin at 1:45. This, you see, was the day for the Rotary appeal in behalf of the Baby Health Center. The goal was £5,000 (no small amount, considering the community's size) to complete construction and to furnish the building: clinic, test feeding room, nurses' quarters, and assembly room. To fill this large order, the Rotary Club had planned a big community project, complete with parade, amusement pavilions, and booths for selling merchandise.

Just about everywhere I turned I saw Rotarian Harry Taylor, a veteran organizer and once a top Australian stock

auctioneer. Things moved fast and well. Have you ever seen a town just open up its heart—and its purse? That's what we saw in Wellington. The parade was the largest in the town's long history. Along Swift Street, roped off for the pavilions, people "spent their money with gay abandon to denude the heavily stocked stalls of every piece of merchandise"—those are the words of the local newspaper. And not the only words. For soon Harry Taylor, standing on a speaker's platform flanked by flags and the Rotary emblem, put his auctioneering talents to use. Watching and writing down the donations as fast as they could were others of the 32 Wellington Rotarians and District Governor Gerald Digby.

The next day the newspaper ran a banner headline across its front page: "Overwhelming Community Support for Rotary Effort." And that goal of £5,000 for the Baby Health Center? Exceeded generously, thank you, with £7,600!

—Yours, THE SCRATCHPAD MAN



THE ROTARIAN

A model of the Baby Health Center, done up in crepe paper, parades as the float for the Country Women's Association, the group that asked Rotarians to organize the Appeal. . . . (Below) The parading horsemen—from sheiks to U. S.-style cowboys.



Pretty girls flank the cogwheel on the Rotary Club float. Others got wet in pre-parade showers.



Carnival gets under way with welcome from District Governor Digby (at microphone). At left is the organizer and fund raiser, Harry Taylor.



UNDERSTANDING

—A Week to Seek It



Before a backdrop patterned after the famed cartoon by Crawford, dancers in Gallic dresses and bonnets represent France at a festival of The Alberni District, B. C., Canada, Rotary Club.



In Fort Worth, Tex., a Brazilian miss—one of 17 overseas guests—is introduced at the Rotary Club's U. N. Day program. . . (Left) In Athens, Greece, part of the Rotary Club's U. N. program is held at monument to the Unknown Soldier.



At a military hospital in Japan, Kobe Rotarians visit a U. S. soldier during U. N. Week. S. Sawada, 1951-52 Club President, holds flowers.



Wives of Tuticorin, India, Rotarians attend the Club's U. N. Day meeting. An essay contest for college and high-school students was also conducted.

WHEN Rotary's International President suggests an activity to the 7,600 Clubs, what happens? Take President H. J. Brunnier's United Nations Week proclamation on page 6, for example. What is likely to result from it? Well, in Port Alberni, B. C., Canada, there could be a gay folk festival arranged by the Rotary Club of The Alberni District. There was last year, and it represented Norway, Scotland, the U.S.A.—16 nations in all—and successfully promoted better understanding of different national groups within the community.

Not all Clubs that marked the Week last year will repeat the same programs in '52, but a look back at some typical observances will indicate the kind of planning the proclamation will set astir.

In Hamilton, New Zealand, a Club program featured a discussion of international problems by 12 Rotarians seated behind name cards at individual tables. A window display in a Rotarian's place of business announced U. N. Day in Huron, Ohio. To four high schools in Columbia, Ill., the Rotary Club presented books about the organization.

Community-wide was the observance held in Macon, Mo., under Rotary sponsorship. It was high-lighted by an evening program in the high-school auditorium. The Rotary Clubs of Harrison, Ark., and Bradford, Pa., sponsored essay contests for high-school students on apt themes. In Harrison a program of international songs and dances was also arranged. Bradford's celebration also featured a county-wide tour of Rotarian speakers at meetings attended by 4,800 people.

Brief though it is, this sampling of last year's United Nations observances by Rotary Clubs indicates what is in store for the Week to come. (For more indications see item on page 44.) As this is the seventh anniversary of the birth of the Charter, a suggested observance is that Clubs send friendly letters to at least seven Rotary Clubs in other countries. To bring letters to all Clubs it is proposed that each Club write to the seven in other countries listed below it in the *Official Directory* of Rotary International.



Be It Ever So Mobile...

*There's no home like a trailer, insists
one out of a hundred Americans.*

TODAY there are more than 1,700,000 Americans—almost the population of Detroit, Michigan—to whom “home, sweet home” means a compact apartment on wheels. The wheels seldom turn, for the majority of these “trailerites”—as they call themselves—live more or less permanently in some 9,000 trailer parks distributed throughout the United States. They are ample indications that the growth has merely begun—2,000 trailer parks were added to the nation's total last year.

In a recent survey, 93 percent of the buyers of new trailers reported that they want them for permanent homes, not for vacations. Vacationers, who were half the market in 1937, are only one percent of the market now.

During World War II many married defense workers and servicemen had bitter experiences with rapacious landlords who rented sheds and chicken coops to them at exorbitant rates. Today one out of every five reservists and guardsmen is showing up in a trailer coach. The military camps now customarily provide trailer parks.

One Navy officer explained, “I was paying \$75 a month for a one-room, attic apartment miles from the base. So,” he said, “I bought a trailer and moved on the base. The difference between the \$75 I used to pay and the \$17 I pay here more than pays for the monthly installments on the coach.”

Probably the largest trailer community today is in Paducah, Kentucky, where at last count more than 8,100 persons were housed in 2,544 units. The community is growing as work progresses on the new atomic-energy project there. This community may soon be dwarfed by another near Aiken, South Carolina, where it is estimated more than 10,000 trailer coaches may be needed to house construction

workers on the Atomic Energy Commission's Savannah River project.

Another element of the nation's trailer population is formed by the retired. About 225,000 retired people now live in houses on wheels. The most popular resting places are Florida, California, and Arizona. Florida has more than 3,000 trailer parks.

People who retire on pensions are now increasing fast in numbers. They seem to like to migrate. They are gregarious; they like neighborhood parties, reunions, square dances, and the like. On any Summer day one may see scores of these happy, elderly people resuming on the shuffleboard courts and at the card tables of the civic recreation center in Traverse City, Michigan, the good-natured rivalries which were interrupted in St. Petersburg or Bradenton shortly after the robins started their annual trip north.

How did this trailer boom begin? Nobody seems to know exactly. About 1906 there were a few attempts in England at towing houses behind automobiles. These early trailers, which the English call “caravans,” seem to have

been adaptations of the wagons that gypsies and circus people used.

Around 1917 Glenn Curtiss began to apply aircraft-construction ideas to trailers designed as passenger-carrying vehicles. In the 1920s some of these evolved into luxurious coaches, or “land yachts,” which were bought by William K. Vanderbilt, P. K. Wrigley, Henry L. Doherty, Joseph E. Widener, and other wealthy experimenters.

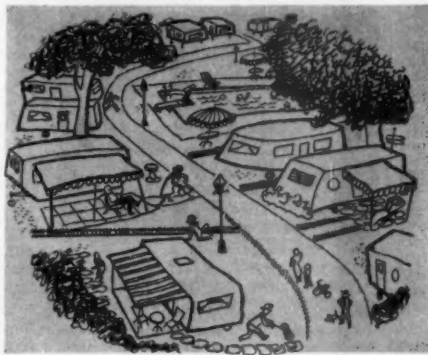
The automobile did not become a really useful instrument until World War I. But beginning in 1920 thousands of Americans began packing themselves, their families, and great heaps of camping gear in and on the family car, and setting out to “See America First.”

Among those motor campers was Arthur G. Sherman, a middle-aged father of five whose favorite camping grounds were in the wilds of Michigan's upper peninsula. Sherman was a bacteriologist who had inherited from his father the Sherman Laboratories, of Detroit. Like many another “tin-can tourist” Sherman hated the backbreaking work involved in setting up and breaking camp. He had read about the English “caravans,” and before long he was experimenting with a tent mounted on a two-wheeled box-like trailer.

With the help of a carpenter, he built a crude conveyance, nine feet long and six feet wide, with folding lower and upper bunks, in which at least part of the family could sleep snugly during a vacation in the Michigan woods.

There were many things wrong with the first trailer. For one thing, a grownup couldn't stand upright in it. That was remedied by cutting a trap door behind the axle. On location, this section of the floor was dropped to the ground. Fitted with canvas slides, it provided a place in [Continued on page 53]

By CHRISTY BORTH



Illustrations by John Faulkner

PEEPS

at Things to Come

BY HILTON IRA JONES, PH.D.

■ **Plastic Matting.** Available is a vinyl plastic link matting which is grease and acid resistant, nonporous, and nonabsorbent. It is slightly corrugated on one surface to provide a safe slip resistance and deeply corrugated on the other side to act as a dirt remover. Links are woven on rust-resisting steel wires. The matting comes in five permanent colors in any length, with widths up to six feet.

■ **Folding Legs.** Steel folding legs can be quickly and easily bolted or screwed to wood, plywood, masonite, or comparable materials for fast assembly of tables, platforms, or work benches. Legs when folded close easily and lock into position. They are constructed of one-inch 16-gauge electrically welded steel tubing, designed to provide firm, solid support and convenient stacking for storage. They hold up to 1,500 pounds safely.

■ **Concrete Floors.** Patching concrete floors has been difficult because when a patch of concrete sets, it shrinks and pulls away from the old material. However, a new concrete has been developed that will not pull away, has four times the wear, twice the heat resistance, and four times the compressive strength of concrete. It is cheaper on a foot cost per year.

■ **Paper Coating.** There has just been developed a polyvinyl acetate copolymer solution which deposits films with non-blocking characteristics that have long been sought by the paper industry. It deposits films which are tough, glossy, heat sealable, and scuff, water, and grease resistant. It may be reduced to 45 percent solid content with ethyl alcohol and is soluble in all proportions with ethyl acetate and acetone. It can also be copolymerized in other solvents.

■ **Molecular Models.** Interested in making up scale models of molecules and ions? If you are one of those interested in such puzzles, including those that contain metal atoms, they can all be made with a new atom model kit with parts designed to conform with latest theories on how metals combine with inorganic and organic groups.

■ **Chromium Plater.** A new chromium-plating machine has a capacity up to 125 square inches. It normally operates on 220-volt, 60-cycle three-phase alternating current with input at eight amperes per phase. An accompanying tank measures 24 by 12 by 22 inches and holds 24 gallons of the solution which the company supplies. Ideal for chromium plating small tools and parts,

it operates at room temperature to produce a plate that follows the exact contour of the work surfaces.

■ **Masonry Treater.** Now available is a liquid containing silicone for application on above-ground porous masonry walls. It penetrates the masonry, coating it with a microscopically thin water-repellent film. It does not change the appearance of the masonry or plug the pores to stop "breathing." Strangely enough, it can be applied to photographic lenses with exactly the same effect.

■ **Car-Door Sills.** New plastic sills for automobile doors help to cover worn spots and protect metal finish. Exceptionally resistant to corrosion and wear, they are designed to clip on all makes of car doors and to provide comfortable arm rests.

■ **Telephone-Dial Light.** Now available is a dial light for the telephone which goes on and off when the receiver is lifted. It fits flush against the side of the telephone case, becomes a night light when a switch is thrown. It is of phenolic plastic and has a translucent tab in which numbers can be written.

■ **Low but High.** Low-pressure laminates with a high degree of heat stability have been developed. Fiberglass is bonded with silicone bonding resin. These laminates withstand exposure to temperatures in the range of 500 degrees Fahrenheit and intermittent exposures as high as 900 degrees Fahrenheit. They are easily molded into all sorts of complex shapes in rubber or light metal molds. Flat sections can be laminated

Photo: Chrysler Corp.



Onto the scales go 50 carats of diamond dust reclaimed from factory grinding operations. More than 8,000 carats of industrial diamonds have been recovered by a motorcar manufacturer from machine operations in three years.

in thicknesses ranging from .01 to two inches. Finished laminates of this type weigh less than aluminum or magnesium, but are stronger than either at 500 degrees Fahrenheit.

■ **Folding Seat.** A comfortable back support is provided in a folding seat consisting of a steel frame covered with canvas which can be hooked over bleachers, boats, picnic-table seats, or other bench boards. The easily attached unit rolls into a small light-weight package when not in use. The seats come in three bright colors.

■ **Sectional Fence.** Small sectional fence units made of plastic-covered steel can be driven into the ground like croquet wickets and placed side by side to protect flowers and shrubs or young trees. They are weather resistant and require no special care.

■ **Cement Transformer.** Ordinary cement can now be transformed into a satisfactory leak stopper by adding a liquid chemical to it. It is said to regulate the setting time of Portland cement from 30 seconds to 30 minutes and stops leaks almost instantly without removal of hydrostatic pressure.

■ **'Work Horses.'** A pair of "work horses" 30 inches high and 29½ inches wide is available for home use. They have wooden legs with rubber tips, and the suggested uses are as a buffet or picnic table, as a painting scaffold, as a ping-pong table, and even as sawhorses.

■ **Polyethylene Beakers.** Bottles, beakers, and many other similar items made of unbreakable polyethylene are now available. They are completely resistant to nearly all acids and alkalis and many organic chemicals. All kinds of dishes are now produced from this material.

■ **Furniture Finish.** A waxed effect on wood and furniture of all kinds can now be obtained without rubbing, wiping, or shellacking by using a new stain which dries rapidly and does not require sanding. It is being widely used by home shop operators who like to make furniture pieces and other small items.

■ **Scale Remover.** Scale forming in pipes, condensers, heat exchangers, coils, and water heaters can be safely and quickly removed with a new solvent which does not contaminate the water. Scale on heating surfaces slows up the transfer of temperatures. It impedes the travel of liquids and makes operating equipment wear excessively and operate with reduced efficiency. The new product has fast-dissolving qualities, yet is non-corrosive. When it is applied, the scale disappears as a harmless gas. Water is said to be completely safe for drinking purposes after the pipes have been cleaned by the solvent.

• • •

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois.

Speaking of

BOOKS

*Looking over the shoulder at some rustic humorists
and the building of a land called Canada.*

By JOHN T. FREDERICK

IF Kin Hubbard, the creator of Abe Martin, could have chosen just the way he would want his biography written and supervised its preparation, I believe we would have just such a book as Fred C. Kelly has given us in *The Life and Times of Kin Hubbard*. That is high praise, and I mean it as such.

I am one of millions of Americans for whom the Abe Martin drawings and sayings—the gangly figure in ill-matched clothes, always idle but always observant, and the two brief sentences—are a part of the nation's best heritage of humor. In fact, I'm an Abe Martin fan to the extent of trying to collect the little books in which the pictures and sayings were brought together, and of enjoying rereading them. I am delighted to have in Fred C. Kelly's book an account of Kin Hubbard as man and journalist that is wholly unpretentious, straightforward, warm, friendly, and adequate. Kelly writes from personal memory of Hubbard as a fellow journalist, and from personal acquaintance with Hubbard's wife and others who contributed—though none in any comparable degree—to his achievement. The picture which emerges from Kelly's book is that of a man modest and unassuming almost to excess as far as his work and fame were concerned; a man irresponsible and unpredictable in minor matters, but devotedly loyal to his friends and unsparing in application of his self-set standard for his work.

Mr. Kelly has interspersed the narrative chapters of his brief book with groups of representative Abe Martin sayings: "You kin git on th' good side o' most any feller by askin' him where he got such a party shirt. . . . Constable Newt Plum accidentally locked his whiskers up in a cash register last night an' it wuz three o'clock before his cries fer help wuz heard. . . . It hain't a bad plan t' keep still occasionally even when you know what you're talkin' about." Wholly American, wholly Midwestern, still these sayings have a range and pungency that put their creator in the front rank of American humorists. Though



Gangling Abe Martin set new patterns in U. S. cartoon humor. The story of his creator is told by Fred C. Kelly in *The Life and Times of Kin Hubbard*.

many of Abe Martin's comments were directed toward events and fads of 40 years ago, they have surprising vitality and aptness today. In this new book Hubbard and his work are given an admirable and wholly appropriate reintroduction to the reading public.

Another fine first biography of a major American humorist is *Atlas Simon Suggs: The Life and Times of Johnson Jones Hooper*, by W. Stanley Hoole. A lifetime before Hubbard's day, Johnson Jones Hooper—also a journalist by profession (and a lawyer and politician as well)—was contributing humorous stories and sketches to his Alabama newspapers, dealing realistically with the life of the Alabama frontier of that time. Reprinted in the New York magazine *The Spirit of the Times*, and copied by newspapers all over the coun-

try, these stories made Hooper one of the most popular humorous writers of his time. Many of the stories recounted the adventures of a fictional Captain Simon Suggs, a shrewd and unscrupulous rascal who could be pious on occasion and whose maxim was "It is good to be shifty in a new country."

Like the work of the other frontier humorists whose place in American literature is only now beginning to be fully recognized, Hooper's yarns were earthy, often coarse. But they had in them the essence of the rough, violent, and vigorous life they portrayed. Written with very real skill, they were undeniably funny. The creation of Suggs as a consistent and representative character seems to me one of the first great achievements of American fiction.

Mr. Hoole's fine biography of Hooper has values outside the field of literature; as journalist and politician, Hooper became an important figure in the bitter controversy that led to the secession of Alabama and her sister States. Though there are many biographies of Southern leaders of the time, I have rarely found one which gave so strong a sense of the actual conflict and so clear an understanding of motives and issues. Mr. Hoole is librarian of the University of Alabama. He has devoted many years of most careful research to the preparation of *Atlas Simon Suggs*, with the result that it is a work of truly distinguished scholarship. But it is that rarity among scholarly books, one which is eminently and consistently easy and enjoyable to read. Perhaps one of Mr. Hoole's qualifications for writing the biography of a humorist is suggested by his dedication of the work: "To Elizabeth Stanley Hoole, age six, without whose constant collaboration this biography could have been completed in less than half the time."

Three recent books on Canada have interested me in varying degree. *Hudson's Bay Trader*, by Lord Tweedsmuir,

is a deserved publication of an early and intimate journal of the later famed and beloved Tweedsmuir; a diary of a year spent among the Eskimos of Baffin Land, as a trader for the Hudson's Bay Company, when the author was a very young man. In its pages we actually see the landscape of that

ALIAS SIMON SUGGS
The Life and Times of Johnson Jones Hooper



Jacket design of new book on early humorist J. J. Hooper.

far northern region. The treatment of the Eskimos is free from any exploitation of their strangeness: the young author took them as they were, and hence Ootchie, Shorti, and his wife, Martha,

Looking at

BY JANE LOCKHART

Key: Audience Suitability: M—Mature, Y—Younger, C—Children.
★—Of More Than Passing Interest.

Carrie (Paramount). Eddie Albert, Jennifer Jones, Laurence Olivier. Based on Dreiser novel *Sister Carrie*, film makes the heroine not predatory but innocent, changes story's social irony to romantic sentimentalism. Aside from this basic alteration, an effectively performed film for adults. **M**

★ **Ivory Hunters** (British). Dinah Sheridan, Anthony Steel. In East Africa, young game warden struggles against ruthless hunters, ivory poachers, disease, natives' misunderstanding, to protect wild animals in preserve he finally gets the Government to establish. An adequate story, wonderful shots in color of African scenery and wild life. **M, Y, C**

★ **Kangaroo** (20th Century-Fox). Richard Boone, Finlay Currie, Peter Lawford, Maureen O'Hara. Another memorable presentation in color of a region little known to world audiences—rural Australia. Sweeping panoramas, cattle drives, bush fires, aboriginal dances, impressive pitting of man and animals against pitiless Nature in story of two opportunists who try to fleece elderly rancher by intimating one of them is his long-lost son. **M, Y**

Never Take No for an Answer (British; Souvenir). How small Italian orphan's efforts to get permission to take his ailing donkey into crypt of St. Francis in Assisi, hoping for a cure, leads into Vatican itself. Italian cast, largely amateur, portrays appealing story against setting of historic cities and buildings. **M, Y, C**

Outcast of the Islands (British). Wendy Hiller, Trevor Howard, Robert Morley, Ralph Richardson. Still another film with an exotic setting, its story based on Conrad novel of same name relating degeneration of white man in midst of teeming life of the Tropics. In a depressing tale, skilled cast effectively conveys nature of the people involved; photography, direction render rich sensory impression of the tropical islands and their swarming humanity. **M**

★ **The Story of Robin Hood** (Disney; RKO). Peter Finch, James Hayter, Joan Rice, Richard Todd. The famous old legend, made in England with British cast, presented with dash and vigor, its dialogue smoothly written and spoken. Outstanding entertainment. **M, Y, C**

★ **Water Birds** (Disney; RKO). Another magnificent Nature film, amazingly intimate in its picture of the ways of water fowl, in the distinguished *True-Life Adventure* series which has already given us *Sea Island*, *Beaver Island*, and *Nature's Half-Acre*. Definitely a "must." **M, Y, C**

Where's Charley? (Warners). Ray Bolger, Allyn McLerie, Robert Shackleton. Film version of the spirited dancing and musical version of famous play *Charley's Aunt*. A romping burlesque in technicolor. **M, Y**

emerge as understandable human beings. Landscape and Eskimos are sharply seen in such passages as this:

It was a sharpish night and the Northern Lights were blazing. The dark forms of sleeping huskies showed on the snow. What fascinated me was the snow houses. The glow from inside them showed as a phosphorescent gleam. They looked like giant phosphorescent mushrooms, and the whole prospect seemed a weird camp of the fairies. When I went in again the patriarch was lying on his back with his eyes shut, singing hymns through his nose.

Martha very nearly kissed me when we set off next morning; nearly but not quite. Just as well, for she is not nearly as clean as she is Godly.

Altogether, this brief book offers a distinct and memorable reading experience.

Kaleidoscopic Quebec, by Amy Oakley—with pleasant line illustrations by Thornton Oakley—is a modern record of travel throughout the Province of Quebec. Appreciative and observant, Mrs. Oakley's book can well serve as an informal guidebook for other travellers.

When Hugh L. Keenleyside's *Canada and the United States* first appeared in 1929, a Canadian critic spoke of it as a work marked by "truth, frankness, and insight," which would "perform an international service of immense importance." Now this pioneer work in an especially important field of international relations has appeared in a greatly enlarged and revised edition, with the collaboration of Gerald S. Brown, a teacher of history at the University of Michigan. Hugh Llewellyn Keenleyside, the senior author, has had a distinguished career both as a historian and as a diplomat. After serving for three years as Canadian Ambassador to Mexico, he now occupies the post of Director General of the Technical Assistance Administration of the United Nations.

Canada and the United States is history writing at its best. It is positive, candid without being dogmatic, concrete without a swamping excess of detail. In general organization and in line-by-line expression it is admirably clear. In a time of the most urgent and chaotic international tensions, this book is at once timely, and, in its conclusions and implications, profoundly reassuring.

Cookbooks don't get into this department as frequently as they should, perhaps, despite the very general interest in good food—to which your reviewer affirms he is in no degree an exception—and the further fact that cookbooks can have real literary quality and can make very good reading even for people who don't cook!

Such a volume is *The Home Garden*

Book of Herbs and Spices, by Milo Miloradovich, a well planned and attractive little work. It contains very sensible and specific suggestions for the gardener who wishes to grow herbs for family use—even for the gardener whose efforts must be confined to an indoor window box—and detailed instructions for the harvesting, curing, or preserving of herbs. A major part of the book is devoted to an alphabetically arranged account of the plants which provide our seasonings and spices, their history, the superstitions and legends associated with them, and their uses; also such oddments as that Charlemagne grew garlic commercially, and that sprigs of rue would keep goblins away. Herbs are increasingly—and deservedly—interesting to many gardeners as well as to good cooks. This book will inform and quicken that interest.

Marian Tracy had a first-rate idea for her *Coast to Coast Cookery*; she invited newspaper food editors from all over the United States to contribute their favorite recipes. The product of this method, and Miss Tracy's careful selection and editing, is a handsome big book filled with engaging recipes from every State, Alabama to Wyoming, with Canada and Hawaii thrown in for good measure. Here are recipes for loquat pie (from Florida), fish chowder (from Massachusetts), pumpkin pie (from Indiana), and hundreds more. This book seems likely to prove a valued addition to many shelves of cookbooks.

What becomes of ex-Presidents when they leave the White House? Asa E. Martin, a distinguished teacher and writer in the field of American history for many years, thought it would be interesting to find out. He has brought his findings together into a book of very genuine interest for the general reader: *After the White House*. In its pages are 24 life stories of the years after the Presidency: the dramatic and troubled career of Grant, the too brief years at Mount Vernon which Washington had longed for, the fruitful later years of Adams and Jefferson. The stories are well told, with personal detail and sympathetic insight. *After the White House* is a genuinely desirable addition to the library of the general reader interested in American history.

Books reviewed, publishers, and prices:
The Life and Times of Kit Hubbard, Fred C. Kelly (Farrar, Straus and Young, \$3).—*Atlas Simon Suggs: The Life and Times of Johnson Jones Hooper*, W. Stanley Hoole (University of Alabama Press, \$5).—*Hudson's Bay Trader*, Lord Tweedsmuir (Norton, \$3).—*Kaleidoscopic Quebec*, Amy Oakley (Longman's, \$3.75).—*Canada and the United States*, Hugh L. Keenleyside and Gerald S. Brown (Knopf, \$6).—*The Home Garden Book of Herbs and Spices*, Milo Miloradovich (Doubleday, \$2.95).—*Coast to Coast Cookery*, Marian Tracy (Indiana University Press, \$3.95).—*After the White House*, Asa E. Martin (Penns Valley Publishers, State College, Pa., \$4).

Yachtsmen Knot Anglo-French Ties Seven trim yachts weighed anchor at RAMSGATE, ENGLAND, not long ago and headed across the Channel for CALAIS, FRANCE. Aboard each of the Rotarian-owned boats were British Rotarians and their families whose common interest in yachting has bound them together on many a cruise. Among those who made the CALAIS trip were Rotarians of GOODMAYES and BRINGTON, England. On the French side they were met by some 30 CALAIS Rotarians, who took the yachtsmen on tours of the town and entertained them in their homes.

Satisfy Appetites, Test Hearing, Tool Every Sunday morning for a month, the school cafeteria in BURTON, OHIO, was lined with Rotarians and their families, all drawn there for one reason: to eat hot pancakes and sausage served by the Rotary Club of BURTON-MIDDLEFIELD. How many pancakes were "flapped" was not reported, but the figure was high enough to raise \$500 to finance hearing and speech tests for 5,500 children throughout Ohio's Geauga County. It was a project that began when the BURTON-MIDDLEFIELD Club heard a health official speak of the value of hearing tests for school children. The Club undertook the job, and arranged to have tests conducted by a hearing and speech center of CLEVELAND, OHIO. When thought was given to raising funds for the plan, the pancake-breakfast idea came quite naturally, inasmuch as BURTON-MIDDLEFIELD is in a region famous for its maple sirup. Rotarians donned chef's hats and worked over the hot griddles themselves to "keep the flapjacks coming" for their fellows who came from all parts of District 229.

Men in Uniform Fêted in Wellsboro During a recent week that honored U.S.A. military forces, the Rotary Club of WELLSBORO, PA., arranged a meeting that focused community-wide attention on Pennsylvania's National Guard. To the gathering came the State's deputy adjutant general as the featured speaker. Included on the program was a motion-picture film on air defense, and the presentation of a "most promising recruit" award to a medical-detachment private.

Boston Hosts Boys at Every Meeting In addition to its work with the local Juvenile Court, the Rotary Club of BOSTON, MASS., conducts a youth program that brings to its meetings every week students from 14 high schools. One boy from each school attends Club luncheons throughout the semester, and has a special badge to wear during the meetings. At their first

meeting the boys sit together, but later they sit at different tables with Club members. At the end of the school semester, the Rotary program for the final meeting is put into the hands of the students, with one serving as President, another as Secretary, and others acting in different official capacities. The headmaster of each of the schools also attends the final gathering, at which the principal speakers are chosen from the student group.

Beards Grow in Elwood

Some normally clean-shaven men wore heavy beards recently in ELWOOD, IND., and many of them were Rotarians. But it was all for a good reason. It was the town's centennial celebration, and a part of the fun festivities was a beard contest staged by the Rotary Club. For a view of some of the growths, see photo on this page.

Community Service via Kilocycles

To residents of PATCHOGUE, N. Y., the telephone is now more than an instrument to be lifted off a hook and spoken into. This better understanding of a public utility has been brought about by the PATCHOGUE Rotary Club through its sponsorship of broadcasts known as "Community Interest Service Programs." With many of its members being executives in public-service fields, the Club decided to put these men on the air as a means of extending the citizenry's understanding of organizations that affect the life of the community. The telephone-service broadcast (see cut) was the second in the series. To come are radio programs on the electric utility, postal service, educational system, municipal management and other aspects of public service.

Sylacauga Record Worth Aiming For

Going ahead in SYLACAUGA, ALA., are the Rotary Club's activities for the current year, but as plans for them were being made, someone said, "Let's look at last year's record." When the look was taken, these are some of the projects reviewed: a



On call 24 hours a day is this \$700 resuscitator donated by the Dalton, Mass., Rotary Club to its community. Here Rowland B. Armacost, 1951-52 Club President, presents the machine to Rotarian Norman Howe, local fire chief. A week later the life of an infant was saved by the new apparatus.



Another community made safer by a Rotary Club donation! In Elwood, Ind., Glen E. Lawrence, 1951-52 Club President, hands the title to an emergency truck to the town's fire chief. For a note about Rotarians' beards, see item.



It's broadcast time in Patchogue, N. Y., as the Rotary Club presents a program on the telephone's rôle in community affairs. Rotarian E. C. Jenik (left), phone-company manager, and J. J. Genthner, Committee Chairman (second right), take part (also see item).



For use by a local boys' club is this bus donated by the Rotary Club of East Providence, R. I. Alan F. Sheldon (on the step), 1951-52 Club President, presents it.

special Committee was appointed and work begun to promote a three-year forestry-development program, swings were donated to a local park development, and in the Vocational Service field four employees of local firms were given awards for courtesy and efficiency in customer relations. International Service activities included entertaining overseas students at near-by colleges and the sending of greetings to Clubs around the world.

Program Worries? High in the Black Not in Hill City

Hills of South Dakota at an altitude of 5,300 feet is HILL CITY. It has 350 residents, and 16 of them belong to the Rotary Club. Its remote mountain location, while scenic and cool, does in-

fluence Club program arrangements. To ensure good programs, every member takes his turn as Program Chairman. The membership list is posted on the bulletin board, and in alphabetical order each member is responsible for a designated meeting. Program heads are named three meetings in advance.

Club Helps Town Look into Water

To help inform townspeople on questions of public concern is a Community Service activity undertaken by many Rotary Clubs. Such was the case not long ago in GLOVERSVILLE, N. Y., when the Rotary Club decided to present at a Club meeting authoritative information about possible fluoridation of the town's water supply. First, the local dental society was con-



Being donated here is one of the 148 pints of blood the Red Cross received in Weatherly, Pa., during a one-day campaign sponsored by the local Rotary Club. Rotarians went from door to door for donors. Holding a donor's attention above are Manny Wolf, campaign Chairman, and Charles W. Potter, Jr., 1951-52 Rotary Club President.

Spooks' Night Out

INSTEAD of overturned garbage cans, egg-spattered windows, and havoc-bent street gangs, Halloween means parades, dancing, prizes, and eats when Rotary Clubs help youngsters celebrate goblin night. Many Clubs in the United States and Canada make it an annual event,



and this year thousands of children will again enjoy some Rotary-inspired Halloween fun, such as hundreds of Clubs provided for them last year.

In Williamsville, N. Y., Rotarians arranged a parade for costumed "spooks" and also a dance for some 600 teen-agers. In Lewiston-Auburn, Me., the Rotary Club took over a job usually handled by the town's recreation department: a window-painting contest. It also held three parties for different age groups.

For more than 500 boys and girls in Richmond, Mich., last year's Halloween festival found them in their civic auditorium gleefully watching a Rotary

party. On the bill

were three movies and "hot dogs" after the show. By staging a parade and an amateur show, the Rotary Club of Wiarnton, Ont., Canada, enlivened the day for the would-be pranksters of its community. Among other Ontario Clubs that annually make Halloween plans for youngsters are Woodstock, Stratford, and Port Hope.

Not yet known are Clubs' plans for Halloween '52, but there'll be fun for certain at many Rotary parties—with no damage to pay for later.



These spooks—and hundreds more—paraded for prizes in the El Monte, Calif., Club's celebration. So did the behatted tykes and "upside down" man above.

tacted for speakers, and then the New York State Bureau of Dental Health. With speakers obtained from these organizations, the meeting was held and in its audience were the president of the local P.T.A. council, the Mayor, the board of water commissioners, the city health officer, and also interested officials from near-by JOHNSTOWN, N. Y. Local newspapers and radio stations publicized the meeting, and thus the entire community added to its information about fluorine. Later an enabling ordinance was passed to fluoridate the town's water.

'My Country' Means More Now

For 155 young Canadians, a recent four-day visit to their nation's capital deepened their understanding of their country and its Government. They came to OTTAWA as participants in the local Rotary Club's second annual "Adventure in Citizenship" gathering of high-school students from all of Canada's Provinces. The first year brought 136 boys and girls to the capital, each sponsored by his local Rotary Club. This year's group attended sessions of the House of Commons, studied a detailed plan of the city, visited Government House, and participated in a series of panel discussions. They also listened to addresses by Government officials, and formed lasting friendly ties with one another during many banquets held in their honor.

Saga of America Portrayed, Too!

Like the Canadian students in the above item, some Washington students, too, now have a better understanding of their country's Government as the result of a Rotary project. In this case, it's the Rotary Club of WENATCHEE, WASH., and the students number some 350 high-school seniors. To present a picture of the founding of America and the men who helped to fashion its Government, 12 WENATCHEE Rotarians travelled throughout the country during a four-day period to speak in eight high schools. Each Rotarian covered a specific aspect of America's found-

ing, and the entire presentation by all Rotarians required a 12-week period. After the last of the talks had been given, the Club invited three students to a meeting to report on the project. So favorable was the response that plans are under way for a similar classroom presentation next year.

'Civic Day' Draws Newport Leaders So successful was the recent "Civic Day" held by the Rotary Club of NEWPORT, ENGLAND, that the plan is to make it an annual event. Among those who helped to make the inaugural meeting a success with their presence were the Mayor and Deputy Mayor of Newport, the Lord Lieutenant and High Sheriff of Monmouthshire, the presidents of the local Chamber of Commerce and Chamber of Trade, and several church representatives. One high light of the meeting was the presentation by the Club of a British ordnance map of Newport to the director of the local museum. The map bears World War II significance, inasmuch as it had been taken from the German Army during the liberation of ANTWERP, BELGIUM.

Ladysmith Stages Sports Meet When the Rotary Club of LADYSMITH, SOUTH AFRICA, began organizing its first sports meeting for the children of African schools, it was known that every member would accept an assignment. What was not known as plans took shape was that the sports event would turn out to be the largest ever held in Natal. Its contestants numbered 1,600 from 34 schools, and competing groups were divided by height instead of age. With Rotarians serving as judges and in other capacities, the many events were held and prizes awarded to the winners. In addition to handsome trophies, the victorious schools received framed pictures, while the individual winners were given certificates of merit. Among the 7,000 who viewed the contests were the parents of the participants.

La Crosse Student Wins Scholarship Inaugurated recently by District 210 was a scholarship-award program for overseas study by graduate students, and the first recipient of a grant was Robert Linse, who was sponsored by the Rotary Club of LA CROSSE, WIS. Valued at \$2,500, the award will be used by the student for a year of graduate study at Victoria University in Manchester, England. Other Clubs and Districts are similarly furthering International Service objectives by offering overseas scholarships to qualified university students.

Show Packs 'em in, Nets \$17,000 A musical show that's been "packing them in" every year for seven years is that given by the Rotary Club of MERIDIAN, MISS. So popular has the production become that it now goes on tour among neighboring Mississippi towns, with the proceeds going to the local sponsoring organizations. The performances given in

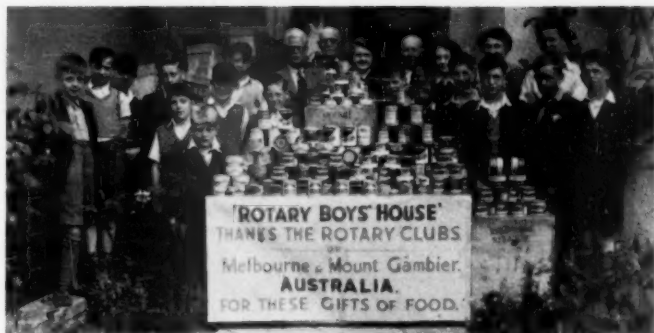


Photo: Bristol Evening Post

Piled high are some tasty canned foods sent by the Rotary Clubs of Melbourne and Mount Gambier, Australia, to the Rotary Boys' House at Weston-super-Mare, England. The gift followed a visit to Australia made by a Rotarian of Birmingham, England.

Photo: Evans



Part of the Freehold, N. J., Rotary Club's two-day county fair was this antique display. It also included a fashion show, industrial exhibits, and trotting-horse races. From the proceeds the Club gave \$1,200 to both the YMCA and a historical society.

Photo: Jefferson Brubaker



Figures tell the story here. There are 62 youngsters and in each chicken box are 25 chicks put there by the De Soto, Mo., Rotary Club. The children will raise them, return two fully grown ones to the Club, then enter others in the Club's chicken contest.



About one hour by ferry boat from Hong Kong's mainland is this camp building for youth being erected by the Rotary Club of Hong Kong at a cost of \$100,000 (Hong Kong dollars). Here some Rotarians climb the hillside to inspect the structure.

*"Boy! did we
get
this money fast"*

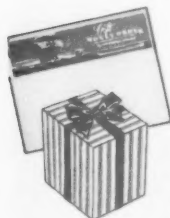


Yes when you need money in a hurry, it's only minutes away, by Western Union. Telegraphic Money Orders are the *swiftest, safest* way to get or send money.

Whenever you're traveling, you can relax when funds run low—because it's so quick and easy to get "money from home" by Telegram—*anywhere, any time* through any nearby Western Union office.

Gift Money Orders

Such a thoughtful, personal gift, for every special occasion. Your Gift Money Order is delivered in a special envelope with your message printed on a beautifully decorated blank. Everybody appreciates a Gift Money Order by Western Union.



WESTERN UNION

MERIDIAN have added \$17,000 to the Club's Community Service fund, which is largely used to support such organizations as the Boy Scouts, Girl Scouts, Red Cross, Salvation Army, and a teenage canteen. MERIDIAN Rotarians also contribute more than \$1,000 a year to the Hospital for Crippled Adults in MEMPHIS, TENN., a Rotary-sponsored project.

'What Color Is Your Attendance?'

That may seem an odd way to ask a fellow Rotarian about his attendance record, but in the HANCOCK, N. Y., Rotary Club that is just the way it's done. In the Secretary's attendance book percentage figures are used, but on an attendance board built by the 1951-52 Club President, colors tell the story. It works this way: Alongside each member's name on the electric board is a light bulb. When a member enters the meeting room, he turns on his light. Different colored bulbs are used to indicate the following: gold—perfect attendance since joining the Club; white—perfect attendance since the beginning of the year; green—let's go! You are missing out on your attendance; blue—we are blue about your attendance. It is down to 75 percent; red—danger! Your record is nearing the 60 percent mark and endangering your membership.

In Memory of a Friend to Boys

At Camp Bill Stark not far from PORT ARTHUR, TEX., can be seen a flagpole and monument erected to the memory of the late Will M. Picton, of the PORT ARTHUR Club. Rotarian Picton had served youth in many ways, and thus his Rotary Club enshrined his memory in the monument at a Boy Scout camp. On it is inscribed "He was a friend to boys" and at its top is the Rotary emblem.

Exhibit Foots Student Aid Cost

A project serving a double purpose is the annual Industrial and retail exhibit sponsored by the Rotary Club of HUDSON, MASS. Through displays of merchandise and services by commercial exhibitors, it performs a valuable public-relations job for the community's businessmen. Secondly, the revenue from it enables the HUDSON Club to maintain a scholarship fund from which two grants of \$250 each are awarded annually to deserving high-school graduates. The scholarships are given to assist students during their first college year. The



Photo: Newspapers Studio

A make-believe Daniel Boone is given a hunting knife once owned by the real Daniel Boone at a meeting of the Rotary Club of Bristol, Va.-Tenn. Presenting the knife is Rotarian C. B. Kearfoot following portrayals of American pioneer scenes by the cast of The Tide of Freedom, a historical drama produced by Virginia Intermont College.

Club's recent exhibit brought nearly \$1,500, most of which was realized through the sale of booth space to exhibitors. Exhibits bring from \$35 to \$50 apiece. The recent show included a style show sponsored by local hair-dressers.

Youth Turns a Wheel

Something new was recently added to the meeting room of the Rotary Club of CISNE, ILL., and it's a possession of which the entire membership is proud. A Rotary wheel of ample proportions, it was made by students of a local high school's manual-arts class and presented by two Club members.

Tipton Topper Tipped to 4-H'ers

Throughout Indiana, not long ago, were held 24 conferences of adult 4-H leaders, and host to one of the meetings was the Rotary Club of TIPTON, The 25 Rotary Clubs of District 225 cooperated in the undertaking that brought 75 leaders of the organization for farm youth to TIPTON for day-long discussions on training methods. The featured speaker was the secretary-manager of the Indiana State Fair Board.

Raise Voices to Raise 4-H Funds

Members of the Rotary Club of YATES CENTER, KANS., like to sing, and they do a lot of it. Not long ago they used their singing voices to raise funds for the Club's contribution to the annual 4-H County Fair. Faced



Photo: Mount

For a speedy moving job, here's a hard team to beat! They are Tauranga, New Zealand, Rotarians who moved the entire drapery stock of a fellow member to a new business location in three hours. One group loaded a truck, while another unloaded.

with the job of putting a musical show together, members pooled their talents in writing and directing the production and acting in it. It was presented for one night before a capacity audience, and on the way out one spectator was heard to say, "We came here because we wanted to help a worthy project, but that was about as good a show as can be seen."

Dubliners Hosts U. S. Midshipmen Eight midshipmen of the U. S. Navy now know well the warmth of an Irish welcome as the result of a visit they paid recently to the Rotary Club of DUBLIN, IRELAND. Present as guests at a Club meeting that featured a motion-picture film on the U. S. Naval Academy, the sailors provided comment on the film at the tables where they were seated.

What Is Rotary? Ionia Boys Know Becoming better acquainted with Rotary's ideal are some high-school boys of IONIA, MICH., and at the same time IONIA Rotarians are becoming better acquainted with the young men. It's a two-way plan that

Photo: Lovett



On a tour of near-by rural areas, Rotarians of Stockton, Calif., watch a plane seed a rice field from the air. The tour included inspection of a flood-control dam and a demonstration of modern farming. Lunch was served under the boughs of a century-old tree.

works this way: The high-school boys—eight of them, so far—attend Club meetings during the school year. After being present at two or more meetings, the boys are invited to conduct a meeting built around the theme "Youth's Evaluation of Rotary." In delivering their appraisal, it was reported that the high-schoolers are "not afraid to speak openly about their convictions." The Ionia Club also extends a helping hand to youth by sending an Ionia boy to Michigan Boys State at LANSING and to Camp Emery at MUSKEGON, the latter a project supported by some 70 Michigan Rotary Clubs of Districts 218 and 219.

Talent? Liberty Abounds with It! Youthful entertainers need encouragement occasionally, and that's what some singers, dancers, and instrumentalists received from the LIBERTY, Mo., Rotary Club's amateur contest. Conducted on a county-wide plan, LIBERTY Rotarians visited the high schools of Clay County, and on the basis of auditions held they chose three con-

AS LITTLE AS
\$39.50
A WEEK

FOR HOLIDAY LIVING IN SWITZERLAND



from Skiing Expert, novice—or onlooker—it's as much fun to watch as to ski yourself. Learn to ski—or hire a horse-drawn, bell-tinkling sleigh and explore the trails. Come evening, gather by the fire, comparing adventures with gay international vacationists!



to Sightseeing No other country offers such mountains, such lakes, so much variety! Switzerland is like visiting four countries in one! As little as \$39.50 a week pays for fabulous meals, rooms—even tips. Order in English—practically all your Swiss hosts speak it!

IT'S MORE FUN IN SWITZERLAND FOR LESS MONEY!

Swiss National



Travel Office

10 West 49th St., New York 20, N. Y.

661 Market St., San Francisco 5, Cal.

FOR FULL INFORMATION AND FREE BOOKLETS, PLEASE WRITE DEPT. 53-24

THE MAN TO KNOW BEFORE YOU GO IS YOUR TRAVEL AGENT

Let WESTERN restore your
WET
CRACKED, UNSIGHTLY
WALLS
to original strength and beauty



If your property shows these danger signals:

- DAMP WALLS, FLAKING PLASTER OR PAINT
- CRUMBLING MORTAR, LOOSE BRICKS
- CRACKED, DISINTEGRATING CONCRETE

—mail the coupon now for a thorough inspection and estimate without obligation. For over 35 years we have been saving thousands of dollars for hundreds of lending organizations. All work done under contract, fully insured and guaranteed. We assume full responsibility. No materials for sale.

- TUCKPOINTING
- CONCRETE RESTORATION
- SUB-SURFACE WATER PROTECTION
- BUILDING CLEANING

—for Commercial, Industrial and Institutional Structures.

Mail this Coupon Today

it may save you thousands of dollars tomorrow

WESTERN WATERPROOFING CO.,
1223 Syndicate Trust Building,
St. Louis 1, Mo.

- ☐ I am interested in an inspection and estimate without obligation
- ☐ Please send literature describing your services

Name _____

Title _____

Organization _____

Address _____

City _____ Zone _____ State _____

WESTERN
WATERPROOFING CO.

Engineers and Contractors • /Minners Corporation

1223 Syndicate Trust Bldg. • St. Louis 1, Missouri

NATIONWIDE SERVICE



(Photo: Passaic-Clifton Herald-News)

"That one's about ready to blossom," says Joseph W. LeBach, 1951-52 President of the Garfield, N. J., Rotary Club, as he points to a bud on one of 500 rose bushes planted in a park under Rotary sponsorship. Frederick E. Thum, current Club President, is at the left.

testants from each school to appear on the "big show." Guided by applause-meter readings, the judges—the mayors of three of the county's towns—awarded prizes of \$15, \$10, and \$5. All contestants received a gift.

Rotary Enters 8 More Communities

Since last month's listing of new Clubs, Rotary has gained eight additional Clubs in many parts of the world. These new Clubs (with their sponsors in parentheses) are: Ocotlan (Guadalajara), Mexico; Cobija (Vallegrande), Bolivia (readmitted); Flores (Buenos Aires), Argentina; São Francisco de Assis (Alegrete), Brazil; Ombúes de Lavalle (Carmelo), Uruguay; Metan (Carmelo), Argentina (readmitted); Lorena (Guaratinguetá), Brazil; Beau Harnois, Que. (Valley Field), Canada.

25th Year for 11 More Clubs

It's birthday cheer for 11 Rotary Clubs celebrating their 25th anniversaries this month. Congratulations to them! They are: Willesden East, London, England; Marion, Wis.; North Conway, N. H.; Verona-Oakmont, Pa.; Warrington, England; Odense, Denmark; Poultney, Vt.; Arcadia, Calif.; Camden, S. C.; Mazatlán, Mexico; Cochabamba, Bolivia.

U. N. derstanding —Notes from '51

With the United Nations marking its seventh birthday this month, Rotary Clubs are planning (see pages 6, 34) to make it a week for exchanging greetings. Here is what some of them did last year. In Pittsburg, Kans., the Rotary Club gave international scope to its U. N. Day meeting by entertaining 32 overseas students attending Kansas State Teachers College. . . . The PENN. YAN, N. Y., Club did likewise by appointing Rotarian "dads" for five overseas students fêted at a Club meeting that featured an Icelandic miss who spoke informatively about her native land.

At the meeting held by the Rotary Club of TEL AVIV-JAFFA, Israel, to mark the sixth anniversary of the U. N., the

Chief of Staff of the U. N. Truce Supervision Organization was guest speaker. Also present was the U. S. Ambassador to Israel, an honorary member of the Club.

A "Little U. N." meeting of "delegates" was held by the Rotary Club of NEW PHILADELPHIA, Ohio, and each "delegate" was a native of the nation he represented. Seven countries had representatives at the affair attended by more than 100 people. . . . U. N. Day for 1951 was marked in ARUBA, NETHERLANDS WEST INDIES, by a Rotary Club meeting whose guests included the island's acting Lieutenant Governor and consular representatives.

Behind table cards bearing such names as Austin, Romulo, Malki, and others, members of the Rotary Club of SILVER CREEK-SCHUYLKILL VALLEY, PA., participated in a "U. N. session" at a Club meeting that focused attention on the aims of the United Nations. . . . Featured speaker at a meeting held by the CARLISLE, PA., Rotary Club was a college professor whose subject was "The Biography of the U. N."

A businessman, a college president,



(Photo: Newton)

During his recent U. S. visit, Mohan Singh, of Patiala, India, Governor of District 32, presented his Club's banner to the Rotary Club of Milford, Conn. With Governor Singh are J. Yale Rubin (left), of Milford, Governor of District 292, and August MacTaggart, 1951-52 President of the Milford Club.

and a lawyer of the Rotary Club of JANESVILLE, WIS., spoke on three aspects of the United Nations at the Club's observance of U. N. Day. A tape recording was made of the program and broadcast later over a local station. A second tape recording was sent to the Rotary Club of CROSBY, ENGLAND, for its use on a U. N. program.

High light of the observance by the Rotary Club of PINE BLUFF, ARK., was an address by a noted radio commentator who spoke on world affairs. Present at the meeting was the Governor of Arkansas. To provide a wider audience for the speaker, the Club also arranged for the entire student body of a local high school to hear his remarks.

Not a '51 observance of U. N. Day, but still a program that extended understanding of that world-wide body, was the recent model Security Council meeting arranged by the Rotary Club of LUKENS, PA. "Delegates" were students from five high schools, each representing one of the "Big Five" nations in the U. N. The session was conducted along lines similar to a regular Security Council meeting.

Our Fellows . . . Bridging the Nations

[Continued from page 19]

and Nagakazu Shimizu, a Fellow from Japan. They met at Cornell University, worked side by side in laboratories and classrooms, and became fast friends. Together they appeared as speakers before Rotary Clubs in the United States. And when their school-work was completed, they returned across the Pacific—together. Colin visited Nagakazu's home, and once again the friends shared Rotary speakers' platforms. Fast friends—yet just ten years ago who could have foreseen such good fellowship between an Australian and a Japanese youth?

That is a quality which has marked the Rotary Foundation from its inception: foresight. The origin of the program goes back, well, to 1917. It was in that year when President Arch Klumph first proposed "some great educational service to mankind." Financially this beginning was indeed humble, for six years later the fund amounted to but \$709.92!

BUT the vision prevailed, and the first Foundation Committee, appointed in 1932, nurtured a sum of about \$56,000. By 1938, Rotarians had raised their goal to 2 million dollars; the dream was advancing. It was not, however, until after the passing of Rotary's beloved Founder, Paul Harris, in 1947, that the Foundation began to gather speed. As one, the thousands of Rotarians around the world rallied to this cause which had always interested Paul Harris. They determined to build this Foundation as a memorial to this dear friend; and later that same year, when the first group of young scholars had been selected, they went as Paul Harris Fellows. Contributions—in many currencies and in varying sums—from \$10 to \$50,000 have flowed into the fund in tidal proportions ever since.

With these gifts from all of us in Rotary, our investment in the future grows larger. The grant to each Fellow ranges from \$1,800 to \$3,400—and their total, including expenses of our young folk for 1952-53, will reach approximately one million dollars. Thus Rotary's program has become one of the world's major educational spurs—not simply as an exchange of students between two countries, but as a broad interchange of scholars from every corner of the free world.

As our program expands, broadens, and increases, so grows the thread we spoke of earlier—from cord, to rope, to sturdy cable, spanning national frontiers with knowledge and with friendship.

...but just suppose it happened to you!



Certainly, you don't expect a fire. No one expected this recent inferno in Brooklyn, New York. But at least one firm, Benjamin Sifen, Inc., located within a building completely gutted, was able to stay in business—able to send out bills the next day because its accounts receivable were in a modern Mosler Record Safe.

Suppose a fire left your records in ashes. How fast would you be able to recover monies with which to replace buildings, equipment, raw materials, finished goods, work in process? How much delay would it mean in restoring production, sales and service? Or would you be one of the 43 out of 100 firms who never reopen after losing vital records in a fire?



Remember—there's a clause in your insurance policy that says "Proof-of-loss must be rendered within 60 days." How could you—without records?



Remember, too—a fireproof building simply walls-in, intensifies a fire that starts in your office. And unless your safe bears the Underwriters' Laboratories, Inc. label, it will probably act only as an incinerator above 350°F.

It's dangerous to "cross your fingers."
Don't do it.

Find out, today, how little it costs to protect your records—and your business future—with a modern Mosler "A" Label Record Safe. It's the world's best protection. Meets the independent Underwriters' Laboratories, Inc. severest test for fire, impact and explosion.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company

Since 1848

World's largest builders of safes and bank vaults . . . Mosler built the U. S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima

Consult classified telephone directory for name of the Mosler dealer in your city, or mail coupon now for free informative material.



The handsome new Mosler "A" Label Safe designed by Raymond Lowry brings, at no extra cost, distinguished beauty to any office. New convenience and security features include the new "Counter Spy" Lock with numbers on top of dial to eliminate stooping and visible only to person working combination.

The Mosler Safe Company • Dep't R-10, Hamilton, Ohio
Please send me (check one or both):

- ☐ Free Mosler Fire DANGERater, which will indicate my fire risk in 30 seconds.
☐ Illustrated catalog, describing the new series of Mosler Record Safes.

NAME _____ POSITION _____
FIRM NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

The Men Who Move The Goods



Clayton F. Devine,
*Traffic Director, Silica Sand
Traffic Association of Illinois,
President,
The Traffic Club of Chicago.*

Without silica sand, a sizeable part of U. S. industry would soon become idle. The giant glass industry would be unable to make such products as containers, electric light bulbs and automobile windshields. Manufacturers of enamelware, paints, steel castings, and silicate of soda, among many others, would be crippled.

From Illinois, leading producing state, silica sand is shipped to industries across the nation — and it is Clayton Devine's job to see that it is shipped swiftly and efficiently.

★ ★ ★
"The Wabash Railroad has done a better-than-excellent job for us for many years," says Mr. Devine. "In emergencies—for example, when we've needed extra covered hopper cars—the Wabash invariably comes through. It's great to work with people who really know how to meet your transportation needs."

★ ★ ★
There's no substitute for experience in transportation — nothing that takes the place of seasoned ability. When you ship by Wabash, you put your freight in expert hands. Ask your Wabash representative to see you!

P. A. SPIEGELBERG,
Freight Traffic Manager St. Louis 1, Mo.



WABASH RAILROAD

BY THE WAY

ITEMS OF HUMAN INTEREST
ABOUT PEOPLE AND EVENTS
NOTED IN THE ROTARY FIELD

GO EAS—Y! Maybe **JUAN C. OG-WHEEL**, of the Rotary Club of Nixxah-nitt, is a personal pal of yours. But if you're tempted to thumb through the *Official Directory* to spot an exotic-named Club in a strange land and ask it to send a souvenir for your next ladies' night—stop, look, and think!

The men in that Club are, like yourself, busy fellows. They have treasury problems, too.

Ask your Secretary to see the *RI Manual of Procedure* and then turn to pages 95-97. They set forth Rotary policy re such requests. It was worked out in Convention, long, long ago.

•
NO COMMENT DEPT. This is from the sharp quill wielded by **JOE HIRSCHINGER** in the *Rotary News* of Quincy (Ill., USA):

"You've heard of the performer who claimed he crossed the Grand Canyon riding a bicycle on a tight wire, while keeping seven balls, a couple of lawn mowers, and a kitchen range in the air. In comparison with today's businessman, that guy had all the best of it. At least no one was working on the tight wire with a hacksaw!"

•
MORE MISSED MEN. How do the Club-publication editors think up so many ways to list members who "make up" elsewhere? Here's a new installment of verbal brackets:

BOOSTERS (for those who made up),

BUSTERS (for absentees who didn't)—**Ken** of Kenmore (N. Y., USA).

ROVING WHEELS THAT **ROTA-RIED** . . . **Acorn** of Fair Oaks (Calif., USA).

ROVER BOYS—*The Rotary Gale* of Galesburg (Ill., USA).

VITAL STATISTICS—*Progress* of Washington (D. C., USA).

STRAYS OUT ON THE RANGE AND MISSING FROM THE CORRAL AFTER THE ROUNDUP—*The Beehive* of Medina (Ohio, USA).

ROAMIN' ROTES—*Rotary Propeller* of Lincoln (Nebr., USA).

•
DENTAL STRATEGY. I know of a Rotarian dentist who presents to each small-fry patient a bank check good for one ice-cream cone at the corner soda fountain. "Fill the tooth, then the stomach" is his motto.

Reminds me of the late **WILLIAM LYON ("BILLY") PHELPS**, who used to write book reviews for these pages. He had a special charge account at a drugstore for his ice-cream-loving dog. And each afternoon Fido would scratch at the door for his cone.

•
OLD CUSTOM DEPT. NO. 11. There's probably a run on for **Joe Miller's Joke Book** at bookstores in St. Albans (Vt., USA). Each week some Rotarian must tell a joke. Not just ordinary jokes, either. They gotta be good. **ALFRED L. CUMING** and friend **AUSTIN RUDNICKI** made an applause meter to measure the decibel reaction. When all members



C. M. GOETHE is a very busy businessman in Sacramento (Calif., USA), whose long life has been marked not only by notable philanthropies but by service that bears the unmistakable stamp of personal interest.

While his wife was living, the two travelled widely—to China, to South America, to Europe—always seeking the off-pavement places little frequented by tourists. Wherever they went, they collected picture postcards, even as you and I. Now, Mr. Goethe puts them to good use.

Learning of a friend who is ill, he personally writes messages on several cards usually telling of experiences he and his "sweetheart" had at or near the place pictured. Then his secretary mails the cards at intervals to his sick friends.



What's your favorite non-Rotary story? If it's used here, your Rotary Club will get a \$5 check to be used for an activity you name.

have had their turn, the one who pushed the meter needle highest will get a special award.

DRAWKCAB. Hold a mirror to that tortured word and you'll have a clue to one of the most hilarious sessions ever staged by Rotarians of Ottawa (Ont., Canada). It featured April 1, 1952.

First came the national anthem, then a thank-you speech to the speaker of the day, who then took the floor. Next he was introduced. Business and announcements followed.

"Now there'll be an interlude," announced PRESIDENT EDDIE CHARLESON, "during which all members whose business compels them to leave early may withdraw as gracefully and as unostentatiously as possible." None left.

Last item on the program was ap-

If you tell the truth, you don't have to remember anything.

—Mark Twain

pearance of the waiters. They brought in the usual lunch which they served in an unusual way. First came dessert and coffee, followed by the *entree*. Just before members pushed back their chairs, grace was said.

ROTARIANA. Recently JOHN STAFFORD, of Lake Wales (Fla., USA), scanned a roster of members of the Chicago Rotary Club, Old No. 1, for 1916 and wondered about GEORGE CLARK, whose residence was given as Jacksonville (Fla., USA). So he wrote to INTERNATIONAL PAST PRESIDENT S. KENDRICK GUERNSEY, who lives there, and learned: "GEORGE CLARK, deceased ten years ago, was the man for whom PAUL [HARRIS, Founder of Rotary] worked when he abandoned his law practice in Chicago temporarily and sold tombstones for CLARK. PAUL tried to persuade GEORGE to establish a Rotary Club in Jacksonville, but couldn't interest him. Otherwise, the Jacksonville Club would be Club No. 2 [instead of San Francisco—established in 1908]. But a few years afterward GEORGE did become interested and did establish Jacksonville as the 41st."

PAUL's brief career in the granite and marble business—says JOHN STAFFORD, harking back to PAUL's boyhood spent in Vermont, the Granite State—seems to have been but a Winter interlude. PAUL refused several rather attractive offers from TOMBSTONE MAN CLARK because he wanted to stay in Chicago, with the law, and with a club called "Rotary" he had launched in 1905.

"He told GEORGE CLARK," says JOHN, "that he was far more interested in living the life he wanted to live than he was in piling up money."

—THE SCRATCHHEAD MAN



The roving reporter

LEROY SANDERS was one of those newspapermen who are constantly on the move. This time he had just covered a story on the West Indies, and no sooner had he boarded our Northbound plane at Curacao than he started pounding away at his typewriter. In the eight hours before the plane was due in New York, LeRoy had to finish his copy as it had to be rushed to his editor. Hardly touching our Chef's delicious dishes LeRoy kept working on feverishly, when all of a sudden his portable broke down. Normally he would not have minded so much, but since his story was due to go to press and he himself would be flying on to Europe, LeRoy was thoroughly upset.

Seeing that the reporter was near desperation, our steward told him he would be given every possible help and then had a word with the second

flight engineer. Soon the portable was in the cockpit, and although the breakdown was of a rather complicated nature, our flight engineer was sure he could make a good job of it. Thanks to his skill and patience he managed to get the typewriter into perfect working order again. Meanwhile LeRoy had drawn new energy from several cups of coffee and as soon as his portable came back, resumed work. And as his last lines appeared on paper just before the landing in New York, Mr. LeRoy's spirits were still flying high with relief.



This true little story was bound to end happily, for we make a point of giving everyone of our passengers all the care and attention we can think of.

Whenever you think of travel, think of KLM



Regular flights to all major cities of EUROPE, and to AFRICA, NORTH, SOUTH AND CENTRAL AMERICA, NEAR, MIDDLE AND FAR EAST and AUSTRALIA.

For full information see your Travel Agent or nearest KLM office.





with- RUST-OLEUM!

Silently, but ruthlessly (even as you are reading this) rust is gnawing away at machines, tanks, fences, pipes, fire escapes, metal sash, stacks—every rustable metal. To protect your investment—to keep every possible pound of new steel for the defense program—to make all rustable metal surfaces last longer—adopt *rust control* with RUST-OLEUM.

RUST-OLEUM coats metal with a tough, pliable film that dries to a hard, firm finish. It resists the ravages of rain, snow, salt air, heat, fumes and weathering. RUST-OLEUM can be applied even where rust has already started. Available in many colors. Can be obtained promptly from Industrial Distributors' stocks in principal cities of the United States and Canada.

Beautifies AS IT PROTECTS

RUST-OLEUM Corporation
Evanston, Illinois

GET THE FACTS . . . CLIP
THIS COUPON TO YOUR
BUSINESS LETTERHEAD AND
MAIL TODAY

Rust-Oleum Corporation

2733 Oakton Street, Evanston, Illinois

Please send full information on Rust-Oleum with recommended applications.

Name _____
Firm _____
Street Address _____
Town _____ State _____

Personalia

BRIEFS ABOUT ROTARIANS,
THEIR HONORS AND RECORDS.

Long Story. Even though the Rotary Club of Mansfield, La., has no Club bulletin, it rarely lacks for a "good press." F. A. LEAMING, publisher of the community newspaper, the *Enterprise*, sees to that—with a front-page Rotary story every week. A while back, just to show his fellow Rotarians how much the paper had published on behalf of Rotary, PUBLISHER LEAMING strung together all his clippings on Rotary events and wound them on a spool. During a talk to his Club he unwound the spool—was even surprised himself at the length of the Rotary story!

Rotarians Honored. ROBERT V. HEINZE, of Hammond, Ind., has been made an officer in the Order of Orange Nassau. The presentation was made by Dr. J. G. DE BEUS, Minister Plenipotentiary to the U. S. A. from The Netherlands Embassy in Washington, D. C., on behalf of HER MAJESTY QUEEN JULIANA of The Netherlands. . . . Elected to the board of directors of the U. S. Chamber of Commerce is PHILIP M. TALBOTT, of Washington, D. C. He was recently honored at a testimonial luncheon by the Merchants and Manufacturers Association. . . . PETER J. CASCIO, of Hartford, Conn., has been elected president of the American Association of Nurserymen. . . . JUDGE W. M. HARPER, of Monroe, La., a Past Governor of Rotary International, is the recipient of the Silver Beaver Award of the Boy Scouts of America. . . . Dr. E. G. ALLEN, of Patterson, Calif., was recently honored in a community-wide "Dr. ALLEN DAY" celebration; some 3,000 of his fellow citizens helped pay tribute to his service as a general practitioner.



Talbott

Leadership. Of the 10,000 residents of Amherst, N. S., Canada, some 54 are Rotarians. Of the six councillors of the city, five are Rotarians. How many other Clubs can match these statistics in community leadership?

Test Testing. One way to publicize an idea is to stir up a bit of controversy. Well aware of this fact is LEONARD S. CLARKSON, of Adelaide, Australia, 1951-52 Governor of Rotary's District 33. He wanted to encourage more people to think about the Four-Way Test. So in the Malvern Men's Fellowship, a nondenominational group, he set up

a local debate on the subject "Can the Four-Way Test Be Applied to Modern Competitive Business?" It aroused so much interest that another debate on the Four-Way Test was scheduled.

Giver and Receiver. Wherever gifts of community interest are being given, somewhere along the line you're almost sure to find a Rotarian or two. Typical was a recent event in Ambridge, Pa., when the valuable collection of musical compositions of the late Dr. JOHN S. DUSS, internationally known conductor and composer, was presented to the Ambridge High School. Making the presentation was KARL M. KNAPP, of Pittsburgh, Pa., chairman of the Old Economy advisory board of the Pennsylvania Historical and Museum Commission. Accepting the collection was Dr. H. G. SQUIRES, superintendent of Ambridge schools. Both the giver and receiver are Rotarians, the former being a Past District Governor of Rotary International.

Lofty Musicals. Recently neighbors in Solano County, Calif., and members of the Rotary Club of Fairfield-Suisun climbed into a barn loft on the farm of JOE R. CHADBOURNE, Jr., pianist for his Club and renowned organist. The purpose of the gathering was to hear an organ recital—a custom of several years around the CHADBOURNE farm. On a famous old organ—whimsically nicknamed "Myrtle"—ROTARIAN CHADBOURNE and a host of other musicians playing various instruments from all over California presented their program. It was, Rotarians agreed, in the finest tradition of musical fellowship.

Scholars. When the Rotary Club of Toledo, Ohio, is gavelled to attention every Monday, the members know that the man doing the gavel wielding will conduct the meeting satisfactorily from an intellectual and a parliamentary standpoint. They should know, for the Club Presidency for each of the past four years has been filled by a member of Phi Beta Kappa, honorary scholastic society. These four wise men (from left to right in cut) are IRVING C. REYNOLDS, ALLEN SAUNDERS, EDWARD C. AMES, and BLAKEMORE GODWIN, 1952-53 President.



Toledo Rotary scholars (see item).



"In a Charleston Garden"



"Awful Good"

This is a typical Osborne Art Calendar



**Your Name,
Address and
Sales Message here.**

JANUARY 1953						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

"Now I've Seen Everything"

"Friendly Advertising"* can boost your business!

ADVERTISING IS THE LIFE LINE OF BUSINESS!

It is a proven fact that firms which advertise consistently, carefully and sincerely are the first to go ahead, the last to feel adverse business conditions and the first to recover. That is why, year after year, for sixty-five years, over 50,000 satisfied OSBORNE clients have been building more and more sales and profits by the use of OSBORNE "Friendly Advertising"* Business Aids.

No business is too small or too large to advertise profitably through the OSBORNE plan.

GOOD BUSINESS BEGINS WITH FRIENDLINESS!

What better way can you find to say "THANK YOU" every day of the year? Dignify each customer by presenting him with

either a display calendar for his business or a gift calendar for his home . . . an OSBORNE calendar, planned by experts and created in the finest color-printing available anywhere!

Such advertising is individualized for your particular business. It tells your story every day in the year, but more important, it says, "I'll be in business serving you twelve months from now!" In these fast moving times, you can't afford to pass up these benefits.

FREE "SALES BOOSTER" BOOKLET FOR YOU!

Shows you how to get the most out of this type of popular-priced advertising. This free "Sales Booster" booklet is packed with 65 years of know-how. Don't delay. Send coupon on the back of this advertisement.



THE OSBORNE COMPANY, Clifton, New Jersey
DIVISION OF AMERICAN COLORTYPE COMPANY
Talent to create . . . ability to produce.

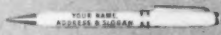
TRADE MARK



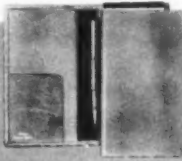
Christmas Greeting Card



The Quartermaster, thermometer, hygrometer and barometer



Mechanical Pencil



Pocket Secretary



Leather Keycase



19 popular carols

ACT NOW FOR THIS CHRISTMAS!
Your Osborne man has dozens of items designed to help your business through "Friendly Advertising."*



"Fortress of Faith"



"It's a Dog's Life"



"The Friendly Port"



"Mountain Paradise"



"Let's Play Ball"



"Sitting Pretty"

Your calendar tells people "I'll be in business serving you 12 months from now!"

It costs no more to have the OSBORNE professional touch than to find yourself in the hands of amateurs, whether you are interested in calendars or our other exciting line of specialties. There's an Osborne specialist in your area to serve you.

FREE...SEND COUPON

**The Osborne Company,
Clifton, New Jersey, Dept. 372**

Please send me your FREE "Sales Booster" booklet to show me how to get the most out of popular-priced calendars and specialties.

NAME _____

ADDRESS _____

TOWN _____ STATE _____



THE OSBORNE COMPANY

Clifton, New Jersey

DIVISION OF AMERICAN COLORTYPE COMPANY

Serving American business for 65 years



"Daily Date" Desk Calendars



Stainless steel
folding rule
and angle protractor
in gift case.

These pages were printed in the 9 acre plant
of The Osborne Company at Clifton.

Rotary Classifications

A Little Lesson in Rotary

Membership in Rotary is based on the business or profession in which a Club member is actively engaged. It is this principle of membership that makes Rotary a classification organization. The value of the classification plan is outlined in the following.

IN HIS book *My Road to Rotary*, Paul P. Harris, Rotary's late Founder, included this paragraph about classifications:

"The question is often asked: 'Why do Rotary Clubs limit membership to one man from each distinct business or profession?' Because our experiment has proved in operation that it makes for congenial fellowship, obviates business and professional jealousies, encourages mutual helpfulness, stimulates pride in the dignity of one's occupation, and broadens one's mind and sympathy with regard to the accomplishments and problems of other occupations."

Major benefits which accrue from Rotary's plan of a classified membership are:

1. It enables the Club to come in contact with all phases of the business and professional life of the community through a membership which embraces all services to society, and thus is inclusive and not exclusive.

2. It develops fellowship based on diversity of interest instead of similarity of interest.

To implement this membership plan, Rotary Clubs classify their active members according to their respective businesses or professions. The member's classification ("banking," "lumber distributing," "general law practice") describes the principal activity of the business or profession in which he is engaged. A classification is considered as being loaned, and thus if a member ceases to represent the classification loaned, he automatically ceases to be a member of the Club.

Each Rotary Club has complete autonomy within the limits of the Constitution and By-Laws in establishing its list of classifications. Rotary Clubs which have made classification surveys of their communities have found that they provide a sound basis for Club growth.

Rotary International's publication *Outline of Classifications* constitutes a guide for the Club in applying Rotary's principle of membership limited by classification. One copy is furnished free to each Club at the time of its admission to Rotary. (Additional copies are available at \$1.50 each.)

OCTOBER, 1952



Let's not clean away
dollars and man-hours
with costly, inadequate floor care



MECHANIZE

your floor-cleaning with a

COMBINATION SCRUBBER-VAC!

Wherever combination-machine-scrubbing is the practical solution to the floor-cleaning problem, any lesser, slower method is wasteful of money and manpower. A Combination Scrubber-Vac applies the cleanser, scrubs, rinses if required, and picks up—all in one operation! The machine is simple to operate. It's self-propelled, and has a positive clutch. There are no switches to set for fast or slow—slight pressure of the hand on clutch lever adjusts speed to desired rate. The powerful vac performs quietly. Model 213P Scrubber-Vac at left, for heavy duty scrubbing of large-area floors, has a 26-inch brush spread, and cleans up to 8,750 sq. ft. per hour!

Finnell makes Scrubber-Vac Machines for small, vast, and intermediate operations.

From this complete line, you can choose the size that's exactly right for your job. It's also good to know that you can lease or purchase a Scrubber-Vac, and that there's a Finnell man nearby to help train your maintenance operators in the proper use of the machine and to make periodic check-ups. For demonstration, consultation, or literature, phone or write nearest Finnell Branch or Finnell System, Inc., 4710 East Street, Elkhart, Indiana. Branch Offices in all principal cities of the United States and Canada.

Conserve Manpower with Completely Mechanized Scrubbing

FINNELL SYSTEM, INC.

Originators of
Power Scrubbing and Polishing Machines



BRANCHES
IN ALL
PRINCIPAL
CITIES

LOW COST

ADDING MACHINE FOR YOUR BUSINESS!



only
\$107⁵⁰*

Smith-Corona ADDING MACHINE

**LIGHT TOUCH • HEAVY DUTY
TROUBLE FREE • EXTRA FEATURES**

**Colorspeed Keyboard
Error Control
Clear Signal
Instant Tape-Eject**

Simplifies handling of daily accounts, tax records and all accounting work. Ask your dealer to demonstrate, or mail coupon.

*Price for all states permitting Fair Trade laws. Subject to change. Tax extra on adding machine.

Smith-Corona CASHIER

A dependable cash register with adding machine advantages — at lowest cost.



MAIL COUPON TODAY

L. C. SMITH & CORONA TYPEWRITERS INC.
707 E. Washington Street, Syracuse 1, N. Y.

Please send me further information about your Adding Machine and Cashier.

Signed _____

CLIP THIS TO YOUR BUSINESS LETTERHEAD

Eyes Front!

[Continued from page 9]

the onward march. With the coming of the machine age, humanity was subordinated. In the "good old days" I lived with a family where the father worked 84 to 90 hours a week, with vacation pay and injury compensation unknown. Yet his pay never went over \$40 a week.

The driver of an old-time horse-drawn streetcar once told me he was suspended for two days because at the end of his run on a below-zero day he went inside the car and tried to thaw out his frosted feet by burying them in the straw that covered the floor. . . . Girls worked in department stores from 7 A.M. to 6 P.M.; no chairs were provided, and a girl couldn't even sit on the edge of a counter. A weekly wage averaged \$6 or \$7.

Today it is the five-day week instead of the seven-day; 40 hours instead of 84; and working conditions are immeasurably better than ever. Good light, clean air, modern safety devices, all these are common. Labor is no longer a commodity, but a personal service. More and more the matter of partnership between management and employees is being stressed. Human life is now far more important than the machine.

The release of the human mind from hidebound conceptions is another factor that makes the future inviting. I recall when the only criterion of success was prominence and power in business or profession. If you had made a million, you were automatically placed on a pedestal. Today the person who best serves his city, or the handicapped man or woman who devotes a life to serve those still less fortunate, or the industrialist who makes informal partners out of his employees, wins public admiration.

In my generation marriage was "outlawed" in some phases of living. Did a woman schoolteacher plan marriage? The price of matrimony was her resignation. The strange theory obtained that a married woman was not competent to teach children. Now marriage is certainly considered no handicap, and many believe it is an asset for a teacher. It used to be that many businesses automatically forced a girl to quit when she married. Now fellow employees give her a shower of gifts, the company may donate a silver set and give her a special honeymoon vacation.

One of the most significant developments of the last decade is that children are no longer considered either a burden or a disgrace. So-called educated people used to feel they had to apologize if they had more than one or two children. Now the intelligentsia brag about

a brood of three or four or more. With more than 10,000 babies born every day in my country alone, the "infantry" is in style as much as in pioneer times.

A cause for gratitude is the religious tolerance and goodwill that have developed in the last quarter century. People who used to shake their fists at each other now shake hands with each other. Denominational lines in the old days were brittle and unyielding. I remember how our town was scandalized when a Methodist schoolteacher fell in love with a Baptist storekeeper and joined his church. Every Winter there was the "Battle of Church Street," each sect affirming its monopoly on truth, Deity, and heaven. It did give the people some diversion and excitement in an otherwise prosaic existence, but it made

Rotary Foundation Contributions

Since last month's listing of Rotary Clubs that have contributed to the Rotary Foundation on the basis of \$10 or more per member, 21 additional Clubs had at press time become 100 percenters. This brought the total number of 100 percent Clubs to 2,748. As of August 18, \$34,170 had been received since July 1, 1952. The latest contributors (with numbers in parentheses indicating membership) are:

AUSTRALIA

Mount Lawley (24); Southport (35); Wagga Wagga (38); Ballarat (68).

BELGIUM

Antwerp (112).

CANADA

Estevan, Sask. (48).

INDIA

Trivandrum (35).

JAPAN

Nagaoka (25).

NEW ZEALAND

Hawera (50).

UNITED STATES

Oelwein, Iowa (60); Morrisville, N. Y. (31); Auburn, Ind. (44); Salida, Colo. (31); South Knoxville, Tenn. (20); Caldwell, N. J. (27); Sterling, Colo. (61); Charleston, Iowa (47); Bethlehem, Pa. (121); Harrison, N. Y. (20); Phenix City, Ala. (23); Charles City, Iowa (49).

for bigotry, divisiveness, and bitterness. Today that's all gone—the churches having developed a delightful unity, each with its convictions, but with goodwill and appreciation for others who see differently. The result is more spiritual progress than the town has ever known.

Probably the greatest achievement of the present that presages a bright tomorrow is the spread of what we might call universality. Its theme song might be *Don't Fence Me In*. People interested in just their own businesses, trades, or

See..Hear..Compare
WITH ANY OTHER ORGAN



Connsonata

AMERICA'S FINEST ELECTRONIC ORGAN

No other organ offers so much for the money... in tone, performance and musical variety. Compare with all other organs, electric or electronic, and you'll agree! For home, church or school. CONN SONATA is a development of C. G. CONN Ltd., world's largest manufacturer of band and orchestra instruments and specialists in musical tone for three quarters of a century.



Write for complete information and description of various models. Connsonata, Division of C. G. Conn Ltd., Elkhart, Ind., Dept. 1043

Service Emblems
for those who deserve
the *Best*



Original designs — finest quality
write for complete information

Morgan's
INC

MANUFACTURING JEWELERS

32 W. RANDOLPH ST., CHICAGO 1, ILL.

emblems - trophies - awards

Has the Press Lost Its Political Punch?

[Continued from page 14]

during a campaign and victory in a Presidential canvass.

After the 1940 election in the United States, Harold L. Ickes, then Secretary of the Interior, called attention to the small and decreasing newspaper support of a victorious candidate and commented: "This reveals an unprecedented and progressively perilous situation requiring public consideration." The foregoing analysis shows that it is scarcely "unprecedented." Whether it is "perilous" is another question.

It would be perilous if newspaper support today meant a refusal to report the other side. Jackson's press was trained "to wheel and fire at the word of command" and to ignore the Whigs except to vilify them. Today nearly all papers print the speeches and leading pronouncements on both sides and many present columnists with conflicting views. And this in spite of the fact that they have "come out" for one candidate or the other.

Whatever the American newspaper may have been in the past, and whatever sentimentalists may wish to believe it to be now, it is today primarily and basically a purveyor of news. It is a newspaper, and it is founded upon the Jeffersonian doctrine that if the people have the news, they will know what to do about it. That is democracy.

Newspapers have never controlled electoral decisions. That would be undemocratic and perilous indeed. The chief critics of the press in the first half of the 19th Century agreed that usurpation of popular rights was the newspapers' greatest sin. Now they say that failure to enforce their preferences shows that they have lost their old power. Both sets of critics have been misled by a failure to understand the proper functions of a newspaper.

Roy Roberts, of the Kansas City *Star*, when twitted by fellow members of the American Society of Newspaper Editors about the failure of the *Star* to put Boss Pendergast out of business, replied: "Primarily the newspaper's business is not to win elections; it is to print a newspaper. . . . If it were winning elections, you ought to add an election department to your paper, set up a political machine, put in your precinct workers." He was quite right.

Of course, newspapers not only print the news, but interpret it and comment upon it. They do that by careful explanation in the news story itself when that is necessary; by the publication of speeches, statements, and interviews given out by leaders; and by the paper's own editorials and its signed columns. Such are the agencies, such the channels

of the ideas, the arguments, the appeals that operate in the newspaper to crystallize public sentiment and opinion.

This is very different, however, from determined effort to control electoral decisions. In the first place, it is a long-time, long-range operation. In the second place, it is only a part of the complicated process of the formation of a public opinion. Much of the newspaper commentary is and should be directed toward a nonpartisan clarification of popular thinking, and not toward electoral decisions at all.

There are those who think a newspaper is under obligation to reflect editorially the majority opinion of its own constituency. To say "Yes" to a local majority is usually the path of least resistance for a newspaper, and the bandwagon makes comfortable riding. But to place an editor under this obligation would be an intolerable tyranny. It would make him a slave to public-opinion polls. Even a Congressman has more liberty than that.

And, finally, it is an absurd *non sequitur* to conclude from the fact that newspapers do not control elections that they have become unpopular, or that

Among a people generally corrupt, liberty cannot long exist.

—Edmund Burke

they have lost the "confidence" of the people. To this charge there are many answers which come quickly to mind, but there remains space here for only one of them.

The steady increase in American daily-newspaper circulation, far beyond the increase of population, and despite subscription-rate increases and the competition of radio and television and news magazines, has brought the distribution of those papers, in response to the demand for them, to the highest point ever known. Perhaps we should not declare that 55 million people can't be wrong; but we can be fairly sure that the 55 million buyers of daily papers, and the other millions of subscribers to the weeklies, still have some respect for newspapers and a proper confidence in them.

A few months before his death, that remarkable newspaperman and Rotarian William Allen White, of Emporia, Kansas, said this: "A newspaper that prints the news—all of it—that is fit to print can take any editorial position it desires without loss of prestige or patronage."

The facts certainly bear him out.

Be It Ever So Mobile...

(Continued from page 35)

which the cook could stand while preparing the meals.

The contraption attracted so much attention that the Sherman family got little rest. Day and night "trailer tappers" called to inspect it. Before the season was over, Doc had promised several people to build them "one exactly like this."

Back in Detroit, he rented a garage, hired a couple of cabinetmakers, and started improving his idea. Exhibiting the trailer at the Detroit automobile show in January, 1930, he received enough orders to keep his men busy for a year.

In 1931 Sherman sold 117 trailers, and by 1933 he had to move his Covered Wagon Company to larger quarters in an abandoned candy factory in Mount Clemens, Michigan.

By 1936 this factory was turning out one out of every six factory-built trailers that were being made, and people were calling Sherman "the Ford of the trailer-coach industry." More than 400 manufacturers were engaged in this new industry, most of them in side-street garages or alley-shops.

The early product bore little resemblance to current models. The most popular was 17 feet long, weighed 1,900 pounds, and cost \$645. It had a gasoline cookstove, an icebox, a sink with pump and water tank, a couch, a double bed, lockers and cabinets, linoleum on the floor, and the most primitive kind of heating, toilet, and bathing facilities. It was made mainly of wood—a flimsy box mounted on a light steel frame. Few producers foresaw the possibility that people would ever choose to live in these things.

World War II hit the infant industry hard. Many of the pioneer companies disappeared. Covered Wagon among them. Some held on, however, and found ways to convert their trailers to the needs of defense. One early example was a mobile Army field hospital. Soon there were hundreds of varieties of such coaches in use by the Army, the Navy, and the Air Force.

Today about 5 percent of the coaches are used for business purposes. They include medical and dental offices, blood-collection stations, field offices, testing laboratories, sales display units, grocery stores, branch banks, schools, chapels, restaurants, bookmobiles, laundries, tailor shops, and so on.

But most of the industry's war work was in the field of portable and mobile housing. Construction figures showed that only one-tenth to one-third as much critical material was needed to build a trailer home for three or four persons

See them in your own home!

lovely antique and modern ORIENTAL RUGS

world's largest and finest selection

**SUCH WONDERFUL VALUES
SUCH LOW PRICES!**

Thousands of beautiful rugs to choose from — all priced far below current values! Just tell us the sizes, types, colors, you prefer. A selection will be made for you by experts, and shipped prepaid, at no obligation, for leisurely inspection in your own home. From the standpoint of beauty and economy — you can't find better buys!

NAHIGIAN Brothers INC.
169 N. Wabash • Chicago 1, Illinois

See These Typical Bargains!

MODERN ORIENTALS

Type	Size	Were	Now
Sarouk	17.4 x 10.6	\$1,850.00	\$1,195.00
Kerman	32.0 x 12.0	4,500.00	2,475.00
Sarouk	15.2 x 12.4	2,250.00	1,365.00
Kashan	20.0 x 10.1	2,500.00	1,495.00
Isfahan	17.5 x 10.3	2,000.00	1,195.00

ANTIQUE ORIENTALS

Khorassan	22.8 x 8.2	\$2,750.00	\$ 965.00
Kashan	14.8 x 10.5	1,750.00	925.00
Moustaphi	17.0 x 10.0	2,850.00	1,485.00
Muntaza	27.4 x 13.10	3,250.00	1,795.00
Shah Abbas	17.0 x 12.5	3,500.00	1,365.00
Heriz	15.9 x 11.6	1,350.00	750.00
Tabriz	22.3 x 15.9	4,250.00	2,350.00

CHANGING YOUR ADDRESS?

Moving? . . . Send your new address at least 30 days before the date of the issue with which it is to take effect. Tear the address label off magazine cover and send it with your new address. The Post Office will not forward copies without postage from you.
THE ROTARIAN 35 EAST WACKER DRIVE CHICAGO 1, ILL., U.S.A.

Britain's New 9-Day "Guest Ticket" TRAVEL AS MUCH AS YOU PLEASE

ANYWHERE...ANY TRAIN

(except "continental" boat trains)

in Britain

ONLY \$30.00 THIRD CLASS

\$45 FIRST CLASS **For Nine Full Days!**

Use de luxe "named" trains or little country locals to explore the charming far corners of Britain — with this ticket your "passport" to unlimited train travel. Be sure to purchase your "Guest Ticket" here — not obtainable in Britain.

See Your Travel Agent!

He'll supply transportation and train, channel steamer and hotel reservations.

For literature and further information, write to Dept. 70 at any British Railways Office.

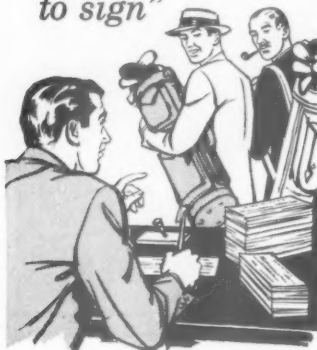
NEW YORK 20, N. Y., 9 Rockefeller Plaza • CHICAGO 2, ILL., 39 So. La Salle Street
LOS ANGELES 14, CAL., 510 N. Main Street • TORONTO, ONT., 80 Yonge Street



**BRITISH
RAILWAYS**



**"You fellows
run along—
I have
payroll checks
to sign"**



How often have you had to turn down a game of golf because there were checks and checks and more checks to be signed?

No need to tell you that signing checks by hand is *not* the kind of exercise that keeps you in the pink. It's drudgery and it's dangerous.

When your signature is machine-controlled by Todd, you can go away —on business or pleasure at any time —and know that bills will be paid, discounts taken, payrolls met *on schedule* and with complete control.

The Todd Controlled Signature Machine is safe. Two locks plus recording meter assure positive count control over check issuance. Insurance *guarantees* you against loss from duplication of signature.

Get all the facts about the Todd Protectograph Signer. Mail the coupon below. Do it NOW.

Todd
COMPANY, INC.

ROCHESTER SALES OFFICES IN NEW YORK PRINCIPAL CITIES
DISTRIBUTORS THROUGHOUT THE WORLD
THE TODD COMPANY, Inc., Dept. R.
Rochester 3, N. Y.

Without cost or obligation, please send me the facts about Todd Protectograph Check Signers.

Firm _____

Address _____

City _____ Zone _____ State _____

By _____

as would have been required for frame dwellings or apartments. Moreover, unlike other emergency housing, trailers could be transported elsewhere when needs changed.

After the war manufacturers began to recognize that, whether they liked it or not, they were in the housing business. Thousands of newly married veterans unable to find satisfactory housing invested in homes they could hitch to their cars. Many of these people were so won over by the freedom they found in this way of life that they continued to live in mobile houses.

The growing popularity of this condensed form of living brought increasing demands for better and larger trailers at higher prices. In 1937 the length of the average coach was 22 feet. But by 1951 the average had climbed to 30 feet, with 35-, 40-, and 45-foot models not unusual. In width the trailers had expanded to the maximum allowable on the highways, and various ingenious attempts are afoot to enlarge them further. One manufacturer has added a second story with two bedrooms; another has a provision to expand the unit's living room on location.

These modern mobile mansions offer luxury at prices designed to induce ulcers among real-estate agents. There

are models with underslung dog kennels, with sun decks and roof gardens (complete with shrubs, flowers, porch furniture, etc.). There are models with big picture windows. There are bath-rooms with showers, tubs, and flush toilets (more than 90 percent of the new models now have bath and toilet facilities). There are built-in refrigerators with freezer compartments, automatic dishwashers, laundry equipment; some have central heating with radiantly heated floors, air conditioning, and built-in television; a few even have fireplaces that burn coal or wood.

Prices for standard offerings range from \$2,000 to about \$7,000, but sales of de luxe models costing \$10,000 are not unusual. (The prices include the furnishings.) A manufacturer in Tulsa, Oklahoma, recently supplied to King Ibn Saud, of Saudi Arabia, an air-conditioned coach, paneled in mahogany, with a luxuriously appointed throne room, a bedroom with a large bed, and an elevator to load and unload the Arabian monarch in his wheelchair; cost \$20,000.

A modern trailer park resembles a pleasant suburban town. Each home-site has a paved area on which the trailer is parked. Usually there are community buildings with sanitation, laundry, and recreation facilities. Some

When a Man Becomes a Rotarian

WHEN does a man become a Rotarian? A fellow Rotarian who put that question to me recently contended that on his induction in a Club a man becomes a Rotarian.

I held that this was not necessarily true, that a subtle difference exists. Challenged to support my view, I answered something like this:

A member of a Rotary Club becomes a Rotarian:

When attendance at Club meetings becomes a joy and not a burden.

When acquaintance has grown into real friendship, and that friendship actuates, encourages, and pervades all his Rotary activities and associations.

When he accepts responsibility as an individual and makes no attempt to evade his opportunity.

When he realizes that he was selected for membership as a leader in his business or profession, and that leadership carries with it responsibilities and obligations.

When he realizes that he has a duty and owes loyalty and service to his Club, recognizing that a Club, to function as it should, requires the personal interest and effort of every member.

When he awakens to the full

realization that he is an ambassador from his business or profession to his Club, his community, and society, and that he is also an ambassador from Rotary to his business or profession.

When he applies high ethical standards in his personal relationships and makes them a part of his daily life.

When he recognizes his community and neighborhood as his personal plot of ground given him to till for the benefit, security, and joy of his fellowmen, and not only for himself.

When his mind reaches that maturity—that almost Godlike perspective—which encompasses men of all creeds and colors.

When he realizes that goodwill among men and nations is not the fruit of international peace, but the very root from which the tree grows and the fruit comes to maturity.

When he accepts the Golden Rule as his practical guide.

There is my answer to a challenging question. Much more could be said, but there I leave it in the hope that it might start some searching self-examination. It did with me.

—Gilbert I. Meller, Rotarian
Adelaide, Australia

supply bus service to schools, churches, and near-by shopping centers. Rentals range upward from \$3.50 a week. The average is about \$25 a month, which fee includes utilities.

Since about 39 percent of all trailer families now include children, the issue of school taxes arises frequently. The issue arose some time ago in Milford, Connecticut, but it was settled when it was observed that the total cost of educating the park's children was less than the additional taxes the park had brought into the city's coffers.

From a survey conducted last year it was estimated that installation of an attractive park with good facilities ranges in cost between \$500 and \$700 for each trailer-coach space. This includes grading, installation of water lines, electrical outlets, sewage disposal, paving, landscaping, and providing a community building.

THE tendency to stay put accounts for a thriving new industry. There are three large companies whose sole business is hauling trailer coaches. One company now employs 600 drivers. In the past year they have moved people's homes from and to every State in the Union, as well as into Canada, Mexico, and Alaska.

The early camps grew up so spontaneously that many of them were e-sores. After World War II the Trailer Coach Manufacturers Association examined the problem and decided that more could be accomplished by encouraging the development of new, well-planned parks than by trying to clean up the blighted camps. An architectural committee was set up to help new operators plan and develop parks. Rash enterprisers were discouraged if they had less than \$50,000 to invest in a park.

Certain critics shall undoubtedly continue to decry all this as "deplorable evidence of the rootlessness of the American people." It is easy to forget that such "rootlessness" is a traditional characteristic of the American. It was what made his nation grow. The modern trailer coach is but today's expression of it.

The nomadism is not hard to explain. What is hard to explain is this:

Why do so many thousands of American families, who have money enough to buy a house and lot, buy instead a house on wheels, and why do they then elect to move their mobile houses as little as possible?

Perhaps the answer lurks somewhere in that observation that Raymond Sellhorn, a dealer in Lansing, Michigan, made back in 1936 when he watched his customers buy Doc Sherman's little house trailers and then move into them on the primitive trailer camp that he set up next to his sales lot:

"Rolling homes gather no mortgages."

Why climb stairs?



The SHEPARD HomeLIFT or EscaLIFT is the practical solution for the family interested in eliminating stair climbing drudgery. Safe—easy to install and operate—and priced within the family budget.

Representatives in all principal cities. Write for descriptive bulletins.

THE SHEPARD ELEVATOR CO.
1808-22 BRIGHTON RD.
CINCINNATI 7, OHIO

Where to Stay



KEY: (Am.) American Plan; (Eu.) European Plan; (RM) Rotary Meeting; (S) Summer; (W) Winter.

ENGLAND

LONDON
SOUTH KENSINGTON-HOTEL REMBRANDT. One of London's most famous hotels. Many bedrooms with private bath. Chelsea Rotary Club meets every Tuesday.

WESTMINSTER-HOTEL RUBENS. Buckingham Palace Road. Entirely modernized, nearly all bedrooms with private bath. Westminster Rotary Club meets every Thursday.

MEXICO

ACAPULCO-HOTEL EL MIRADOR. All-year paradise. Excellent service and unsurpassed food. Carlos Barnard, Mgr. Rates: Am. \$10.00 Per room up.

TAXCO-HOTEL DE LA BORDA. Mexico's most interesting city. Unsurpassed Amer. cuisine. Reservations: Office in Mexico. Gate 4-693. Rates: Am. \$10 Per room up per person.

UNITED STATES OF AMERICA

ALABAMA

BIRMINGHAM-DINKLER-TUTWILER. 400 rooms. Direction Dinkler Hotel. Excellent service. Dr. Patton, Mgr. Moderate rates. RM Wednesday, 12:30.

ARIZONA

TUCSON-PIONEER HOTEL. New, modern, 250 outside rooms. J. M. Proctor, Manager. Rates: Summer, \$3-810; Winter, \$3-815. RM Wednesday, 12:15.

CALIFORNIA

Rickey's

3 FAMOUS RESTAURANTS
AND BEAUTIFUL GARDEN HOTEL

Room House

MAH NESS AT CLAY
SAN FRANCISCO

Radio Inn

RENNER GILL
PALO ALTO

Red Chummy

HONESTY
SAN FRANCISCO

VISIT OUR NEW GARDEN HOTEL • PALO ALTO

FLORIDA

DAYTONA BEACH-BERNARD OCEAN VILLAS. On World's Most Famous Beach, 2137 S. Atlantic Ave. Comfort-Modern. Reservations suggested during winter and summer seasons.

MIAMI-ALHAMBRA HOTEL. 119 S. E. 2nd St. Modern high class family hotel catering to refined clientele. 2 blocks from downtown. W. Earle Specker, Manager.

NOW COMPLETELY AIR CONDITIONED
DOWNTOWN TERMINAL AIR LINES

MIAMI

The Columbus

MIAMI'S FINEST
ROTARY: THURSDAYS 12:15

FLORIDA-Continued

VENICE-VENEZIA HOTEL. Friendly atmosphere; clean, comfortable, modern, accessible; tropical holiday; fishing, golf, bowling. Rates \$2-83 daily. Louis Ruter, Mgr.

GEORGIA

ATLANTA-DINKLER-ANSLEY HOTEL. 400 rooms of solid comfort in the downtown section. A Dinkler Hotel. A. J. Crocy, Manager. Moderate rates. RM Monday, 12:30.

ILLINOIS

HOTEL SHERMAN

CHICAGO

HEADQUARTERS-ROTARY CLUB OF CHICAGO
for over thirty-five years

Luncheon on Tuesday, 12:15

LOUISIANA

NEW ORLEANS-ST. CHARLES. Accommodations for 1,000 guests. Direction Dinkler Hotel. John J. O'Leary, Vice-Pres. & Mgr. Moderate rates. RM Wed., 12:15.

MINNESOTA

MINNEAPOLIS-HOTEL NICOLLET. 600 rooms with bath; 3 air-conditioned restaurants; 3 blocks from city dept. Neil R. Messick, General Manager. RM Friday, 12:15.

OHIO

CINCINNATI-SHERATON GIBSON. Cincinnati's largest, 1000 rooms-1000 baths. 450 Rooms and Restaurants Air-conditioned. Mark Schmidt, Gen. Mgr. RM Thurs., 12:15.

OREGON

SALEM-HOTEL MARION. Most modern 124 room Hotel in the West. Coffee Shop-Barquet Room-Lockhart Lounge. RM Wed., 12 noon. G. Clerico, Gen. Mgr.

RHODE ISLAND

PROVIDENCE-SHERATON BILTMORE HOTEL. 600 rooms with bath. One of New England's finest. Convenient to all travel connections. RM Tues., 12:00. T. C. Deveau, Gen. Mgr.

TENNESSEE

MEMPHIS-HOTEL PEARBODY. "The South's Finest-One of America's Best." 623 rooms with bath, downtown location, air-conditioned. RM Tues., 12:15.

TEXAS

DALLAS-HOTEL BAKER. Preferred address in Dallas. Home of famous Mrs. Room. 200 rooms air conditioned. TV in guest rooms. F. J. Baker, GM. RM Wed., 12:00.

ROTARIANS TRAVEL

They stop at the better places. These columns are being developed as a service so the better Summer, Winter, and All-Year resorts and hotels may give you information on "Where to Stay." Write or wire them directly for further information and reservations. In doing so, please mention THE ROTARIAN.

Problem Child? or hearing problem child?



Cruel words—"problem child!" Unfair to the child who *wants* to learn, who *wants* to be accepted. Unfair to the teacher who doesn't know he's *hard of hearing!* Now (as an inexpensive club project) you can present a Maico precision audiometer to your local school system to aid in discovering hard of hearing pupils early in their training. Quickly pays for itself in fewer repeated grades, in happy, more useful citizens of tomorrow. Write today for full details.

Maico
8502, MAICO BLDG.
MINNEAPOLIS 1, MINN.

THRILLED FOR MONTHS ON END!

This is reaction of Rotary Clubs who have heard Colonel Jack Maico's humorous talk on *Yarns, Wags and Hees*. For open dates, fees & testimonials contact:

A. B. BRIDGES
Route 1, Paducah, Ky.

Say Merry Christmas
THE CHEESE BOX WAY

The WALWORTH Basket

21½ POUNDS OF CHEESE AND HICKORY SMOKED MEATS

10 lb. Ham—2 lb. Summer Sausage—2 lb. Sliced Bacon—2 lbs. aged Swiss—2 lbs. Wisconsin Brick—2 lbs. Sharp Cheddar—and 1½ lbs. Dutch Edam.

IN AN OAK PICNIC BASKET WITH A TABLE—DELIVERED \$32.50
DELIVERIES GUARANTEED

THE Original CHEESE BOX

4¼ lbs. of 10 varieties of Wisconsin's Finest NATURAL CHEESE

Packed in Wooden Cheese Box

POSTPAID **\$6.85**
IN U.S.A.



BOXES DESIGNED AND PACKED BY
THE CHEESE BOX
BOX 522, LAKE GENEVA, WISCONSIN

SEND FOR BROCHURE OF COMPLETE LINE
Other Excellent Selections \$2.50 up

Your Letters

[Continued from page 2]

Franziska Mathiske, one of some 70 German boys and girls who had come to the U.S.A. as participants in the "Youth for Understanding Program" sponsored by Rotary Clubs in Districts 222 and 223. They stayed in Rotarian homes in the two Districts, including Dearborn, Michigan.

As Marcellus is 150 miles from Dearborn, it was not convenient for a group of the students to come to a meeting of the Marcellus Rotary Club, so Marcellus Rotarian Carroll B. Jones mailed a spool of recorded wire to a Dearborn Rotarian, who recorded an excellent program by three of the students, including the prize-winning oration made by one of the students at the Edison Institute, then sent it back to Marcellus. It was a very interesting and unusual program and permitted a small Club to enjoy the international aspects of Rotary even though far from another country. We were delighted, too!

'Mother's Heart' Uncovered

Notes Mrs. GEORGE W. DOUGHERTY
Savannah, Georgia

Recently while visiting friends I was casually turning pages of magazines that had been accumulating for quite a while. Suddenly I realized that I was reading the most refreshing, enjoyable, and down-to-earth lines I had read for some time. Not until I reached the 16th line did it dawn on me that humor and entertainment were not the only intentions of the author—and not until I reached the last line did I realize I was actually reading something more than poetry. I was reading a mother's heart—a heart filled with understanding of youth at its best and life as we have come to know it today.

I was reading Annie Clyde McDonald's *Let Them Sing* [THE ROTARIAN for November, 1951]. She should be thanked for giving readers of THE ROTARIAN chuckles and soberness all in a breath. I extend my thanks to her at this time. The artist could not have portrayed the chuckles better.

Reunion Reached to Marietta

Reports E. D. COVINGTON, Rotarian Instructor
Aeronautics-Equipment Industry
Marietta, Georgia

The coverage of the Mexico City Convention in THE ROTARIAN for July was



It's "Mexico City Day" in Marietta.

splendid, for it brought to non-Conventiongoers around the Rotary world a colorful account of the great reunion.

As a report to their own Club, five Marietta Rotarians staged an informative and entertaining program, all of them attired in authentic Mexican dress. [see cut]. Although they aren't musicians, they kept time with the Mexican music which came through the public-address system. In addition there was a behind-the-scenes narrator who timed his part perfectly via a microphone.

Convention Footnote

From DAVID H. McLEOD
Secretary, Loan Company
Governor, Rotary District 282
Florence, South Carolina

The title of the story of Rotary's Mexico City Convention, *New Vistas at Mexico City* [THE ROTARIAN for July], was, I thought, an apt one. Rotarians who attended in person gained great inspiration from this international reunion.

The 1952-53 President of the Rotary Club of Greenville, William Poole, was one Conventiongoer who shared that inspiration with his fellow Rotarians. Before he left for Mexico City, he arranged

"Go ahead, Mexico City, Greenville's on the line."
(See letter.)



Photo: Wilson



with the Southern Bell Telephone and Telegraph Company to put on a program from the Convention city. In his hotel room during Convention week, he gathered a group of outstanding Rotarians and introduced them by telephone [see cut]. Back in his home Club, members listened to such Rotary leaders as Past International President Angus S. Mitchell, of Melbourne, Australia; Past International President S. Kendrick Guernsey, of Jacksonville, Florida; Past District Governor Webb Follin, of Shelbyville, Tennessee; Past International Director Ernest Dunbar, of Littleton, Pennsylvania; Arthur Scott, Past President of the Rotary Club of Westminster, Maryland; and Carlos Sanchez Mejorada, who was 1951-52 President of the Rotary Club of Mexico City and who passed away shortly after the Convention. Shown listening are Past District Governor Charles H. Nabers and Stokes King, manager of the telephone company.

From these men and their brief messages Greenville Rotarians caught the spirit of the Convention. As far as I know, this is the first time an "on the spot" report of a Convention has been made to a Rotary Club.

ARE YOU ABOUT TO RETIRE?

You may need to retire from your profession but you need not retire from life, from interests, from friends of all ages. It is easy to retire in Florida. Let us send you free, full details and new color booklet on Gainesville, Florida, in the heart of Florida's richest year-round farm and grove lands. You can add to your retirement happiness a dependable income from truck gardening, flower growing, cattle or poultry production. Low-cost land, mild climate, good fishing, cultural activities galore. In addition the University of Florida at Gainesville offers courses in many fields for people of retirement age. Your experience in life may meet all admission requirements to enroll as a student.

Gainesville is a friendly town and a warm welcome awaits you. Write today for full, free details

Address

CHAMBER OF COMMERCE
ROOM 106
GAINESVILLE, FLORIDA

SPEAK YOUR VOICE!

And you will have . . .
POISE! POWER! PERSONALITY!

Learn to talk effectively, overcome shyness, lead a richer and happier life. Our private easy coaching is the **MAGIC KEY** to a spellbound audience through increased personal and business magnetism. For complete, potent and tested course send \$1 to **ALLARD PRODUCTIONS 1466-D, Beverly Hills, Calif.**



C. KAMA

**"I'M MAKING
MORE THAN
\$1000 a Month
Haven't Touched Bottom Yet!"**



—reports Charles Kama, Texas, one of many who are "cleaning up" with orders for **PRESTO**, Science's New Midsize Miracle Fire Extinguisher. So can YOU!
AMAZING new kind of fire extinguisher. This "Presto" does job of bulky extinguishers that cost 4 times as much; are 8 times as heavy. Exits fire fast as 2 seconds. Fits in palm of hand. **Guaranteed for 20 years!** (over a MILLION already sold!) Show it to civil defense workers, owners of homes, cars, boats, farms, etc.—and to stores for re-sale—make good income. H. J. Kerr reports \$20 a day. Wm. Wydallis, \$15.00 an hour. Write for **FREE** Sales Kit. No obligation. **MER-LITE INDUSTRIES, Inc.**, Dept. 3010, 203 East 16th St., New York 3, N. Y.
CANADA: **Mace Co. Ltd.**, 272 Dore St., Montreal 1, P. Q. (If you want a regular Presto to use as a demonstrator, send \$2.50. Money back if you wish.)

Opinion

FROM LETTERS, TALKS,
ROTARY PUBLICATIONS

You and the 'Other' Table

W. RUSSELL SARGENT, *Variety Retailer
Secretary, Rotary Club
Bellows Falls, Vermont*

Rotary means to rotate or get around. Some of you would be surprised at the intelligent, instructive, constructive, humorous conversations that go on at the table that you never sit at. You can't be at every table, but each week you can give a different few the benefit of your presence. How about it?—*From the Bellows Falls, Vermont, Crumbs.*

'We Cannot Afford to Be Reckless'

HENRY MARIUS, *Rotarian
Manager, Car Works
Lenoir City, Tennessee*

This struggle we are in must not, in my opinion, be fought with the blood of soldiers, with guns and bombs. We must never forget that Communism in Russia came in the wake of the First World War, and it gripped most of Europe and Asia following the misery of the Second World War. It must be fought with the effective use of the might of the pen, the great force of international service, with careful economic assistance, free of economic duress or exploitation; with the thunder of calculated propaganda based on true facts and fair play. Therefore, we cannot afford to be reckless with our economy and national resources, any more than we can afford to be reckless with the lives of our soldiers and arms in a shooting war. Our economy must remain stable and strong, for that alone is our internal rampart against Communism.—*From a Rotary District Conference address.*



Marius

What Industry Does

CHESTER M. LAWSON, *Rotarian
President, Machine and Tool
Company
Malden, Massachusetts*

Enlightened management realizes that the material benefits reaped by industry are not sufficient to ensure its success. High ethical standards and service are the basic principles of Rotary and these principles have been introduced by Rotary into modern industry.

To be a respected and successful part of the life of the community in which it exists, industry must, and does, perform many services.

Industry provides employment for large numbers of local citizens. But industry does far more than furnish just a bare means of livelihood for its em-

Pioneering pays dividends!



Another Reason Successful
Farm Owners Prefer
Racebilt LINKLOK
Portable Irrigation Systems

Patented Race-
bilt Linklok
Coupling

YES, you benefit because your **RACEBILT LINKLOK** irrigation system is factory-built by the world's largest manufacturer and pioneer in the field of portable aluminum irrigation.

Only the highest quality aluminum alloys and materials are used . . . each system is individually designed by experienced engineers . . . offering the only lifetime guarantee . . . sales and service in all principal farming areas, both national and international!

Plan for tomorrow — write today
for name of your nearest Race-
bilt dealer offering free irrigation
planning and engineering service.



WINTER HAVEN, FLORIDA
BRANCHES IN ARCADIA, CALIFORNIA • MILWAUKEE, WISCONSIN



Direct Prices to
Clubs, Churches,
Lodges, Schools,
Colleges, Hotels
& all Institutions.

Write For Catalog & Discounts

Monroe Tables Designed and Manufactured Exclusively By

THE MONROE COMPANY
17 CHURCH STREET COLFAX, IOWA

\$200-a-Month Income From COMMON STOCKS

UNITED Service Announces New Sound Investment Program

HOW to build an income of \$200 a month through a diversified investment in sound, dividend-paying common stocks, is outlined in a special Report just issued by UNITED Service. Stocks for this portfolio have been selected with an eye to long-term earnings prospects and a liberal income.

12 STOCKS YIELDING UP TO 7.7%

This 12-Stock Portfolio includes sound issues, diversified over 10 basic industries, and yielding from 5.7% to 7.7%. These stocks have long dividend records and appear in an excellent position to pay liberal dividends for many years to come. In addition to the average income of \$200 a month, these issues can be expected to increase in value.

FOR THE YOUNG EXECUTIVE OR PROFESSIONAL MAN
a sound plan is also provided for gradually accumulating a retirement fund through the purchase of carefully selected Growth Stocks.

Yours with One Month's "TRIAL"

As an introductory offer, we will send this Special Report and the Weekly UNITED Service for one full month to new readers for only \$1 (No further obligation. No salesman will call.)

Name BR-97
Address
 **UNITED BUSINESS SERVICE**
210 NEWBURY STREET BOSTON 16, MASS.

Is This Your Market?

Some 200,000* subscribers to THE ROTARIAN, or firms in which they are key executives, will spend more than \$120 million for holiday gift packages for distribution among their customers and their employees.

So if you have a gift item here is a ready-made market for you.

Want action? Write, wire or phone us today:

THE ROTARIAN, 35 E. Wacker Dr., Chicago 1, Ill.

* Based on 1951 survey.

SERVICE TO ROTARY CLUBS

COMPLETE LINE OF

Lapel Buttons, Rings, Charms, Belts, Emblem Shields, Decals, Stickers, Flags, Banners and Decorations.

Emblem Gifts and Novelties

SPECIAL OFFER: 1 Doz. RO11 1/2" Gold Plated Lapel Buttons.....\$7.50
1 Doz. RO84 3 1/2" Reusable Luncheon Badges with Card Inserts 4.50

Write for the Latest Edition of Our Illustrated Catalog

CLUB SUPPLIES, INC. 33 N. WACKER DRIVE
CHICAGO 6, ILL.

employees. Employees, working in surroundings which are kept as clean and pleasant as possible, receive many benefits such as free or low-cost life and accident insurance, health and medical facilities, social and recreational programs, and opportunities for individual advancement on ability.

These benefits, these services which industry provides for its employees, contribute much toward maintaining high morale among our industry-employed citizens.—From a Rotary District Conference address.

'We Must Win the Moral Battle'

JAMES L. CHRISTENSEN, Rotarian
Clergyman
Wellington, Kansas

We can never ultimately defeat Communism by force of arms. It is in the realm of man's spirit, and the conflict will be won or lost there. As one general has stated, "The purpose of arms is to stop aggression and give time for moral battles to be won." We must win that moral battle, launching a spiritual offensive which shall resist the flood of secularism, and give security to human freedom and our democratic way of life. "Where the spirit of the Lord is, there is liberty."—From a Rotary Club address.

Re: Employer-Employee Relations

SIR SHRI RAM, Industrialist
Delhi, India

My conviction is that in India, more than in any other country, it is very necessary that there must be much more of personal touch with and contacts between management and various sections of employees and at all stages. Right from the managing directors or managing agents to the humblest worker, and all those in between—the foremen, the supervisors, the masters, the managers—they must meet each other on an equality basis. Those in power should occasionally visit their subordinates at their houses, share their pleasures and pains, and gradually remove the gulfs and misunderstandings, encourage free expression of opinions even if unpalatable.



"Instead of a half-time pep talk, take this out and circulate in the stands."

THE ROTARIAN

ROTARY ROAD SIGNS

Finished in brilliant Du Pont Dulux Baked Enamel Colors on Heavy Gauge Steel.

20" diameter with rectangular band for 3 lines of color as illustrated.

Single faced and double faced models

Reasonably priced
Prompt delivery

CHICAGO
JULY 1950
HOTEL SHERMAN

A. D. JOSLIN MFG. COMPANY
MANISTEE, MICHIGAN

IT'S NO PROBLEM

If you let us handle your Christmas Gifts for employees, business associates or relatives

Our 23 years of experience in growing, packing and shipping fancy Indian River Fruits in your assurance of proper handling and safe arrival

The half bushel Deluxe Gift Basket illustrated is one of many and moderately priced at \$7.75 delivered.

Our illustrated price folder will be mailed on request.

Parkes & Gibbons
COCOA, FLORIDA
"Florida's Responsible Fruit Shipper"

CORTINA
makes it FUN to

Speak FRENCH SPANISH

RUSSIAN-GERMAN-ITALIAN
BRAZILIAN-JAPANESE

BIG OPPORTUNITIES await Americans who speak languages. Learn as a child learns—"by listening." The CORTINA method, famous for 70 years, teaches you, right at home, to speak like a native!

All New Recordings On Unbreakable Records

FREE BOOK The "Cortina Short-Cut" describes this amazing method and FREE TRIAL offer. Send for IT TODAY. State language interested in. Also if Yet, new eligible under G.I. bill.

CORTINA ACADEMY DEPT. 8210,
105 W. 90TH ST. NEW YORK 18, N.Y.

typography

A-I COMPOSITION CO.
155 EAST OHIO STREET - CHICAGO 11

FLAGS OF ALL NATIONS

Sixty-three rayon flags, size 4" x 6", of countries in which there are Rotary Clubs. Machine-made display stand. Raised Emblem. Complete.

\$32.50 F.O.B. Chicago

Write for Rotary Catalog

RH RUSSELL-HAMPTON CO.
125 W. Madison St. Chicago 5, Ill.

ble. To save the worker from being exploited by politicians, it would be worth while considering whether a few meetings in a year, where most of the workers live, could not be held. And in such meetings, debates could be arranged between followers of different political parties, whom the workers could listen to, and then some highly responsible nonparty resident, with balanced views, could wind up the debate. The summing up should be that, while workers would be free to follow any kind of politics, but so far as the factory is concerned, due to political parties the work should not suffer and worker-management relations should not be affected.—From an address before the Rotary Club of Delhi, India.

A Priceless Friendship

FRANK CHALMERS MCKEAN, *Rotarian Clergyman*
West Hollywood, California

Rotary always adds to the world's moral worth a quality we need right now more than anything else. You cannot reckon with or weigh Rotary in the world's scale of finance, for money can neither purchase them nor recompense their loss. Truly a "faithful friend is better than gold." Rotary friendship is that seed which placed in the human heart ripens into love and "Love is the greatest thing in the world." Rotary friendship is that thread of gold woven into the fabric of life. Its texture is 22-karat fine, it will never rust or corrode and its stitches never unravel. So, Rotary has meant to me a friendship that is priceless. It is not founded on sentiment alone. It has reason for its guide, and a basis for leadership. It has affection for its real soul food. It is that type of friendship which does not freeze when trouble comes, any more than the clear waters of a bubbling spring will congeal in zero weather. It is that friendship whose "words when fitly spoken are like apples of gold in pictures of silver." Such friendship has meant much to me. In looking back over my Rotary life, the retrospect always strikes a fresh chord of inspiration and leaves the most cherished memories of some of the finest men I have ever known.—From a Rotary Club address.

The Constitution—My Heritage

CAROLYN RIRIE
High-School Student
Ogden, Utah

We have more freedom and more opportunity than the people of any other nation, but we can also see by looking at the world today and the advance of ideologies which deny men all the rights given to us by our Constitution that it would be very easy to lose this heritage. We must realize that today in order to keep our nation a place we will be happy to have our children grow up in, we must study the inventory and the dangers around us. We must fortify ourselves through the exercise of our rights to withstand the advance of freedom-destroying ideologies and keep our American heritage.—From a Rotary Club address.

TO CONSERVE CAPITAL...

DON'T BUY—

LEASE YOUR TRUCKS THROUGH

NATIONAL TRUCK LEASING SYSTEM

Write for Booklet:

231 Jackson Blvd. • Chicago 4

NATIONAL Truck Lease Plan releases capital, eliminates buying and maintenance worries, gives lower-in-costs cars and a fleet engineered to your needs—always clean, always smart!

Made-to-Measure
CLOTHES FOR MEN

SUITS OR OVERCOATS
\$47.50 to \$69.50

NATIONALLY RECOGNIZED—
NATIONALLY PRICED

Schaefer
TAILORING COMPANY
CINCINNATI 2, OHIO

Write for name of our
EXCLUSIVE AUTHORIZED AGENCY in your locality

FOLDING CHAIRS
• IN Steel or Wood
FOLDING BANQUET TABLES

WRITE FOR CATALOGUE
AND LOW DIRECT PRICES

J. P. REDINGTON & CO.
DEPT. 180 SCRANTON 2, PA.

1953 ROTARY CONVENTION
IMPORTANT ANNOUNCEMENT

PRE AND POST-CONVENTION CAR TOURS. DRIVE YOURSELF OR WITH CHAUFFEUR. CAN NOW BE ARRANGED THROUGH

LESLIE H. WILSON
managing director
WILSON'S CAR HIRE SERVICES LTD.

34 Aero Lane, Brixton, London S.W.2, England

Send dates and places of arrival and departure, place you wish to visit and number in party. Leslie will send map marked with shortest route, names of hotels, estimated mileage and quotation. Fine book, "Highways of Britain" sent free.

WILSONS
England London

The OFFICE VALET
Customers, Ward-
robe Racks, Locker
Racks and Check
Rooms.



An Answer to every Wraps Problem

Welded steel valet racks keep wraps dry, aired and "in press"...end unsanitary locker room conditions...save floor space—fit in anywhere...standard in all strictly modern offices, factories, hotels, clubs, schools, churches, institutions or wherever there is a wraps problem.

Write for Catalog No. 11
VOGEL - PETERSON CO.
824 So. Michigan Ave. Chicago 5, Ill.



DRIVE FOREVER AND NEVER CHANGE YOUR OIL!

WITH AMAZING, FULLY GUARANTEED **TISSU-PAK** OIL FILTER

Keeps engine oil sparkling clean. Eliminates expensive oil changes and costly element replacements. Inexpensive to buy. Easy to install on all gasoline engines up to 14 quarts crankcase capacity—automobiles, trucks, tractors, stationary and marine engines.

Enthusiastic testimonial from thousands of individual and fleet users.

Write today for FREE "Tissu-Pak Facts," Mailed immediately.

HENDERIZE, INC. • 5607-F2 Freeport Blvd.
Sacramento, California

This Christmas

Delight Your Friends and Customers with a Mark Twain Fruit Cake



Your friends and customers will greatly appreciate and long remember your Christmas gift if it's a Mark Twain Fruit Cake, because the Mark Twain Fruit Cake is a delicious, old-fashioned, traditional Christmas Fruit Cake, famous in Missouri. Properly stored, it will stay fresh a long time—won't mold or become dry or crumbly. It's a lasting gift.

Mark Twain Fruit Cake is made from an old recipe, handed down through preceding generations. We discovered it here in Hannibal, Mark Twain's boyhood home. The secret of this wonderful Fruit Cake lies in the skillful blending of the raisins, currants, lemon and orange.

When we receive your order, we wrap the boxed cake in lovely green holly paper and tie it with a red Christmas bow, put in your card and mail it so that it arrives right at Christmas time.

Just send your gift list with names and addresses of recipients and your money order or check—include personal cards or we will supply cards for you. Christmas delivery guaranteed. You must be satisfied or your money refunded. 5 lb. Cake \$7.40, other sizes available. Includes postage, tax. Send your list today. Be sure to include yourself.

ZIMMERMAN'S BAKERIES • Hannibal 2, Mo.

A British View of World Trade

[Continued from page 25]

the dollar area and the rest of the world—but at a lower level.

I myself do not doubt that, if this happens, the world will be poorer—probably substantially poorer. Nevertheless, many people in Britain—and they are drawn from all political parties—believe that this is the only course to pursue. They tend to despair of expanding exports to the U.S.A. sufficiently. They are tired of the continual shortage of dollars and the successive crises which accompany this. These people, let me add, include in their ranks some of the strongest supporters of Anglo-American friendship and of the Atlantic Alliance; their views are in no way based on political prejudice, but spring from their judgment of the economic prospect. Whether these views prevail or not turns partly on how far there is, in this period of economic expansion in the U.S.A., any real prospect of a balance between sterling and dollar trade at a high level and partly on how far expansion in the U.S.A. continues.

At the time I am writing the business outlook in America seems to be rather brighter for the immediate future. Some of the anti-inflationary controls have recently been relaxed, the recession in consumer goods appears to have stopped, and it is quite likely that the rate of private spending will increase again. With the steel strike ended, there may well be some upward movement in prices and production. This will no doubt involve an increase in U. S. imports and cause the U. S. surplus to diminish again—thus temporarily easing the dollar problem.

Looking further ahead, however, it is difficult to feel optimistic. Although the U. S. Government is keenly aware of the problem and prepared, as experience has shown in these last few years, to try to operate monetary and credit controls so as to avoid both inflation and deflation, it is yet to be seen whether under less favorable conditions these instruments will prove sufficient. The U. S. has been enjoying a remarkably high rate of investment for some years and, in a free economy, fluctuations in investment are the major cause of trade instability. Moreover, even a small recession in America can and does greatly aggravate the problem of the dollar gap, because a decline in U. S. production seems always to involve a far bigger decline in U. S. imports.

I suggested recently that, in the light of the already existing unbalance between the dollar and the nondollar world and the dangers ahead, it was time for the experts and Governments concerned to confer together, review the institutions created and policies agreed on in 1944 and 1945, and try to agree on measures both to correct the lack of balance and to forestall any risk of depression.

In the last few years the free nations of the world have come together in a new political and military partnership to protect themselves from aggression. This should now be matched by the same degree of economic coöperation. If we fail in this, we leave a breach in our defenses which might have most dangerous consequences for the Western democracies.

Sorry, Boss—I Gotta Go!

[Continued from page 12]

hello. In gone-by times all the types were perhaps to be found more than now. This relates also to B and C.

Much depends on how valuable an employee is to the business, of course. If another employee can be found easily, I don't think many words are exchanged when the employee gives notice. If he is valuable, he is, as a matter of course, asked if he would not stay on the same terms as he is offered elsewhere.

With the shortage of labor and the difficulty of getting good employees of all descriptions in this country, employers are sure to be polite, and as a rule they want young people to go on in life. But as I have said, if they are particularly wanted, efforts are not spared to get them to stay with increased pay.

I, Too, Was a Cold Boss

Confesses Georges M. Barbey
Banker
Geneva, Switzerland

THE men in this article remind me of myself—a number of years ago, and, I might add, before I became a Rotarian. I was in my ivory tower, and, to the 1,000 employees who worked under me in my bank, cold, distant, respected—but not loved. I am sure that when a man announced to me he was leaving, I was brusque.

Perhaps I was reminded of the times, early in my career, when I had considered leaving my firm. Yet I often turned down other jobs paying twice as much. In my own career, this staying with one

A DISTINCTIVE BUSINESS GIFT for CHRISTMAS

SEND YOUR CUSTOMERS, EMPLOYEES AND
BUSINESS FRIENDS A WHEEL OF
Real Old Fashioned



Cheddar Cheese

Age to perfection! Made from milk of HER-
KIMER and ONEIDA counties. Packed in 4 1/2
cans. Just send us your Christmas list and
we'll do the rest.

2-1/2 lb. (approx.) Sarada—\$3.25 (Add 25¢
west of Mississippi)
22-1/2 lb. (approx.) Family—\$4.95 (Add 50¢
west of Mississippi)
23-1/2 lb. (approx.) Picnic—\$9.50 (Add 75¢
west of Mississippi)

(SPECIAL PRICES FOR BULK SHIPMENTS)

Sauquoit Valley Dairy Co., Inc.

491 French Road
Utica 4, N. Y.

30 DAYS AT OUR RISK!

New Advertising Machine
Prints and Illustrates
Gov't Post Cards

FREE Send name—learn
how all types of
business are boosting sales
with Postcard Advertising.
We'll also send **FREE** illustrated
book of money-making ideas for your
business—complete, unique advertising
plans—and 30-day Trial Offer.

CARDMASTER CO., 1925 Sunnyside Ave.
Dept. 410 CHICAGO 40, ILLINOIS



MEXICAN COOK BOOK

Over 300 best dishes little-known in this coun-
try. Easy to prepare. Easy to follow. Every
ingredient available. Full of famous and fa-
vorite recipes, such as Gorditas, Empanadas,
Nuevas Ricos. Perfect Gift. \$1.00 postpaid.
Dept. T.
PIONEER PRESS HARRIMAN, TENNESSEE

LADIES' NIGHT Programs

Our 1952 catalog of 7 smash hit pro-
grams tells how you can put on a
better Ladies' Night, with less work,
at less cost. Everything furnished.
More than 5,000 presentations by Ro-
tary and other service clubs during
past 14 years. Success guaranteed.
Write for book NOW.

THE PARTY GUILD, Dept. 10
1413 Bryn Mawr Ave., Chicago 26, Ill.

An Activity for Your Club

Do school libraries in your com-
munity receive THE ROTARIAN? Stu-
dents find it useful for reference
purposes. Many Rotary Clubs sub-
scribe for local schools.

ROTARY CHRISTMAS CARDS

with Rotary Emblem. For Presidents
and Clubs. Also Rotary Birthday and
Get-Well cards. Write for samples.

LYNN CARD CO. Hutchinson, Minn.

Mitchell Gold-Edge Tables

The strongest, handiest fold-
ing table made. For banquet,
church and school use. Write
for descriptive folder.

MITCHELL MFG. COMPANY
2748 S. 34th St., Milwaukee 7, Wis.

firm paid well in the long run. I have never felt sorry about sticking to the main branch of a good tree. Perhaps I was impatient with young men who were apparently throwing away a good chance for an opportunity that merely seemed brighter at the moment.

Probably at the base of my feelings was that fault brought out by Mr. Burton: I was not close enough to my employees to understand them.

I am sure that a warmer, friendlier manner on the part of the employer would help this situation. It would make an employee less anxious to leave. And it would encourage him to discuss his problems—and other job offers—with the employer before making an abrupt decision to leave.

Mr. I. M. Angry Discovered

By Richard R. Currie
Auctioneer and Realtor
Johannesburg, South Africa

WHILST in general I think very few employers would take up the unreasonable attitude of Mr. I. M. Angry, strange to say I have found such a man. He is X in what I might call the XYZ incident, following the modern alphabetical trend.

X had in his employ Y, a first-rate fellow, but Y was unhappy and decided to leave. He approached Z, who learned the circumstances and, having great admiration for Y, hired him. X then became very unpleasant, even trying to dissuade Z. But Z was adamant and would not budge because he knew Y had good reasons for desiring a change. This XYZ is an extreme case, but it does substantiate in some degree the charge made by Professor Burton.

His suggestion that employers have some sort of an agreement binding a new man to a period contract would, however, rarely work. If an employee wants to break such a contract, he merely plays the fool—and the employer is only too glad to agree to cancellation.

There is only one way to keep your staff people and that is to treat them well and make them happy. But if they feel that better and happier prospects are available elsewhere, it is no good trying to hold them. The day has long since passed when the fear of unemployment kept workers to the grindstone. The boot is on the other foot. And, to change the figure again, can you blame the underdog for making the most of present-day conditions?

Well Done

There are speakers who please me,
To whom I'll allude:
They say, "Now, in conclusion . . ."
And promptly conclude.

—EDWARD A. LAWRENCE



**HIS PRICING TIME
IS YOUR
SELLING TIME
WITH**

LISTO

Imprinted

MARKING PENCIL

Writes on Everything

Thousands of grocers, druggists, hardware dealers and other retailers use Listo for pricing everything. They buy Listo because it gives them strong, clear, easy-to-read prices on everything in their stores whether it's metal, glass, cellophane . . . or any other surface!

Cash in on this established market by giving your retailer customers imprinted Listo pencils. For less than 25¢ your sales message will be read 1000 times a day . . . for months!

Write today for full details!

EXTRA HEAVY LEADS THAT DON'T BREAK OR FALL OUT

Only Listo has the patented "Grip-Type Sleeve" which prevents breakage, keeps leads from falling out.

6 COLORS

BLACK RED
BROWN BLUE
GREEN YELLOW

©1952



LISTO PENCIL CORPORATION
Dept. R, 1925 Union Street
Alameda, California

Gentlemen:
Please send me full details on how we can put Listo Imprinted Marking Pencils to work for us.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

WISCONSIN CHEESE



... for Christmas

Give your business and social friends a real treat—a beautifully packaged selection of fine Wisconsin natural cheese . . . from Sak's!

"Showcase of Wisconsin Cheese"

Contains seven famous varieties of Wisconsin natural cheese in an attractive gift-wrapped box. One of our most popular selections. Shipping weight, approximately 4 lbs. . . .

\$4.55

Postpaid

LUXURY PACK

A very choice selection of eight natural Wisconsin varieties of tangy, well-aged cheese. Packaged in an impressive, gift box. Shipping weight, approximately 6 lbs. . . .

\$6.75

Postpaid

MADEIRA WICKER HAMPER

Fourteen pieces of the most popular Wisconsin natural cheese, beautifully packaged in a handsome, genuine Madeira wicker hamper. An unusually fine selection for those hard-to-please special names on your gift list. Shipping weight, approximately 11 lbs. . . .

\$13.25

Postpaid

SAK'S CHEESE HOUSE

Middleton 2, Wisconsin
Reference: Bank of Middleton

HOBBY *Hitching Post*

UP in Manitoba's northland, where lakes are so close they spill into each other, three Wisconsin Rotarians caught some big ones on Reindeer Lake, and also learned much about Canada and Canadians. It's a hobby story, and one of the fishing trio, LEO W. ROETHE, of Fort Atkinson, Wisconsin, tells it.

PART of the fun of fishing is telling about the big ones you hooked and the bigger ones that got away—and as a fisherman, I'm no exception to that. But once in a while an angler goes on a fishing trip that brings new thrills in addition to those that come from pulling in a good catch. This story is about such a fishing expedition. It's about jumbo-sized grayling and 40-pound lake trout, but it also tells how some fishermen became better acquainted with a neighboring country and its people.

You've heard of the Canadian mining town in Manitoba with the odd name of Flin Flon. Well, just 285 miles north of there is Reindeer Lake, 190 miles long in the midst of an area only recently visited by hunters and fishermen. It was there we caught many a creelful and grew closer to a segment of Canada's people. "We," you should know, included ROTARIAN BEN ZAFFKE, of Fort Atkinson, and ROTARIAN JAMES WENDT, of Marshfield, Wisconsin, in addition to myself and a non-Rotarian friend, Pat Lee. The trip was made from Wisconsin to Winnipeg, Manitoba, by car, and from there by air to Flin Flon. From Flin Flon we were turned over to a bush pilot who flew us to our lodge located on Reindeer Lake.

We were the first tourist fishermen ever to stay at the lodge on Dewdney Island, and that made us feel pretty good. The day of our arrival was reported to be one of the longest days of the year. The sun didn't set until 11 P.M., followed by a twilight period that lasted until midnight. After a half hour of semi-darkness, it became daylight again at about 12:30 A.M. We took advantage of that long first day by getting our gear together quickly and going out with our guide, a young woodsman who was amazed at all our fishing paraphernalia.

We pulled in lake trout by the score and that night our cook prepared four of them for a midnight supper. Our catch averaged from three to 25 pounds each, all of which were caught by casting and trolling.

In this region we could have bagged many caribou, as some hunters had done shortly before we arrived, but we were there with rod and reel, not guns. Bob Hogan, our guide, told us that if we sat for just one week on the porch of the lodge, we'd see a million caribou. Bob stretched the figure more than a little, I am sure, but he did get across the idea

of great numbers. The caribou move 150 miles north to the tundra country in the Summer, and return to Reindeer Lake during the Winter to feed on the moss of that area. It is an especially fine growth upon which the animals thrive while roaming the lake borders in large herds.

Caribou hide, though exceptionally light, makes garments that provide great warmth. We learned that parkas made of caribou are the warmest you can wear, but are scarce. Only Indians are allowed to shoot caribou the year around, and during the Winter open season the limit is two. The 12-month open season for Manitoba's Indians enables them to make a living by selling handmade hoods and slippers.

Our association with the Indians at Reindeer Lake was one of the high lights of our trip. They were helpful and friendly. It was from a band of these hardy people that we were able to get a caribou parka. The helpfulness of the Indians was typical of that shown to us by Canadians in Winnipeg, Flin Flon, and the forested lake region.

BEFORE our trip was half over the four of us agreed that Canadians were the most polite people we had ever met. In Flin Flon, for example, our pilot let us use his hotel room to freshen up before departing on our second hop for the lake. In Winnipeg, for another example, a motorist heard us ask the way to our hotel and shouted, "Follow me, I'll take you there." It was many courtesies such as these that made us feel at home in cities and woods far away from our own homes.

Another high light of our trip was Flin Flon itself, a remarkable town whose citizens are proud of their community. And well they might be, for out of rock and forest they have built in less than three decades a clean, comfortable, busy mining center that is home to more than 12,000 people. Its spirit is young—a third of the population is under the age of 20—and its tempo is quick. During World War II it produced 464 million pounds of copper and 584 million pounds of zinc.

In Flin Flon we noticed that its street lights stay on 24 hours a day. Our inquiry about it brought this logical answer: When the lights are turned off, the filament freezes and cracks because of the cold. Thus, engineers figure that with power in the community so cheap, it is less expensive to keep the lights burning all the time.

How did Flin Flon get its name? We asked that question too, and this is the story told us: Back in the days when the town's present site was no more than a mining area, prospectors dug into its rock and muskeg for precious metal. One day in the diggings a prospector

KAZMAYER TOUR

for Rotarians

CONVENTION
IN FRANCE
CORONATION
IN LONDON
7 COUNTRIES
COVERED

FRANCE •
ENGLAND •
HOLLAND •
BELGIUM •
GERMANY •
SWITZERLAND •
ITALY •

See Europe the Rotary way; i.e., meet its people, its officials; know its problems—Europe of today as well as yesterday . . . its vital meaning to U.S.A. Early reservations recommended to assure travel on Rotary ships.

7 COUNTRIES
61 DAYS

Tour prices start at \$1807—includes travel by luxury liner. By plane if you prefer.

WRITE FOR BROCHURE

Don't wait . . . if you want to be with Rotary in Europe in '53.

ROBERT KAZMAYER

Box 726, Rochester, N. Y.

came upon an old "dime novel" entitled *The Sunless City*. Its hero was named Joseph Flintabatty Flonatin, who, so the story went, travelled deep into the earth to a strange city where everything was done backward. The streets were paved with gold, tin was used for money. To escape the women who ruled the city, Flintabatty Flonatin climbed a crater of an extinct volcano, but there the story ended for the prospectors because the back pages of the book were missing.

Some days later, according to the tale told to us, a prospector named Thomas Creighton came upon a deep hole about ten feet wide, and then he uttered words to his companions that gave the city its name. He said, "Boys, I guess we've found old Flin Flon's mine."

Yes, Flin Flon is a remarkable town. It has a Rotary Club, you know, whose 43 members meet every Friday in the Northminster Church and have been doing so since 1935. In talking with Rotarians and others in Flin Flon, we heard many a story about the hold that Canada's north country has on the people who live there, but one story stands out in my mind as best depicting how Canadians feel about it.

A man and wife of Manitoba's northland, so the story goes, grew hungry for big-city life. They travelled south to one of the large centers, joined in its daily hustle and bustle, spent lots of money, pushed through crowds, and then returned to the northland. As they stepped off the train in Flin Flon, there it all was—the crispness of the air, the open spaces, those strange lights in the sky, the feeling of peace, and a closeness to Nature. The two wanderers stood there absorbing every bit of it. Then the husband filled his chest with air and said to his wife, "Just breathe, darling. Just breathe."

Though plans haven't yet been made, I have a feeling that three Wisconsin Rotarians from Fort Atkinson and Marshfield will someday go back to Manitoba's lake region in the north to do some fishing, renew old friendships and make new ones, and "just breathe."

Alongside of Reindeer Lake Pat Lee (second left) and Rotarian Ben Zaffke (second right) look over a two-hour catch with their Manitoban guides. That's a 25-pounder one of the guides is holding. When the Wisconsin fishermen returned home, they took four boxes of fish that totalled some 800 pounds.



What's Your Hobby?

Few people keep their hobby bent a secret, so why not drop THE HOBBYHORSE GROOM a note—if you are a Rotarian or a member of a Rotarian's family—and tell him YOUR special interest? He'll list you here—and thus bring into your hobby-family circle some new acquaintances. All he asks is that you acknowledge any letters which come your way.

Books: Dan Mathewson (son of Rotarian—interested in rocks), 45 Liberty St., Montpelier, Vt., U.S.A.

Amateur Photography: Ramon H. Rabago, M.D. (interested in amateur photography; will exchange works and views), Cotabato, The Philippines.

Stamps: Dr. Charles T. Hinckley (collects stamps; will exchange), 6 South St., Ware, Mass., U.S.A.

Drinking Glasses: William G. Peplow, (collects drinking glasses advertising hotels, cafes, etc.), 1009 Broxton Ave., Los Angeles 24, Calif., U.S.A.

Stamps: Mrs. C. R. Sumner (wife of Rotarian—collects stamps; will exchange U.S. stamps for those of other countries), Box 7154, Asheville, N. C., U.S.A.

Pen Pals: The following have indicated their interest in having pen friends:

Keith Lloyd (14-year-old son of Rotarian—would like pen pals in the U.S.A., preferably in California and New York; interested in wireless, swimming, tennis, reading, art), 122 Wilson St., Horsham, Australia.

Zahi Muammar (16-year-old brother of Rotarian—wishes pen pals; interested in movies, music, dancing, collecting stamps and postcards), P. O. Box 20, Baptist School, Nazareth, Israel.

Josephine Zeilbari (16-year-old daughter of Rotarian—desires pen friends; interested in music, dancing, movies, collecting stamps), 122-2 Midan St., Nazareth, Israel.

Rachel Levaton (17-year-old daughter of Rotarian—wants pen pals; interested in postcards, movies, dancing, social activities), Baptist School, Nazareth, Israel.

Ann Wesley Marsee (11-year-old daughter of Rotarian—wishes pen pals from other countries as well as the U.S.A.; interested in collecting stamps), 101 Hill Court, Lancaster, Ky., U.S.A.

Sylvia Carol Davis (11-year-old daughter of Rotarian—wants pen pals from all over the world aged 9-12; collects dolls and stamps), 217 Danville St., Lancaster, Ky., U.S.A.

Betty Bright Marsee (9-year-old daughter of Rotarian—would like pen friends any age; collects stamps), 101 Hill Court, Lancaster, Ky., U.S.A.

Judy Olson (12-year-old daughter of Rotarian—desires pen pals aged 12-14 years; likes sports and collects stamps), Route 1, Box 103, Alexandria, Minn., U.S.A.

Elsie Taylor (10-year-old daughter of Rotarian—would like pen pals from all 48 States; interested in the piano, postcards, horses, writing letters), 310 Lake Side Dr., Bemus Point, N. Y., U.S.A.

Mrs. John K. Allen (wife of Rotarian—would like to correspond with friends outside of the U.S.A.; interested in handwork, literature, classical and semiclassical music), Box 136, Oak Hill, Ohio, U.S.A.

—THE HOBBYHORSE GROOM

**More Strength
More Comfort
More Beauty**

THE ONLY

WRITTEN 10-YEAR GUARANTEE

IN THE INDUSTRY



If you want your money's worth—and more—in a folding chair, then compare Clarin with any other folding chair on the market before you buy. It will pay you. For here is what Clarin offers:

A stronger chair, welded wherever possible, not riveted.

A safer X-type chair, so designed it won't collapse, tip or fold, even though you stand on it.

A more comfortable chair, of the proper width and height, posture-designed to give you the maximum of comfort, because seat and back are scientifically placed to distribute and support your weight properly. It is self-leveling.

A more convenient chair, because it folds flat within its own frame quickly and easily, thus making for fast, safe, non-wobbly stacking in a minimum of storage space.

A more economical chair because the quality of its construction, its materials and enamel is so fine that we can give the only written 10-year guarantee of satisfactory service.

Only in Clarin will you find all these and many other exclusive advantages. So compare Clarin before you buy.

Clarin Mfg. Company, Dept. 18,
4640 W. Harrison St., Chicago 44, Ill.

Clarin

There is a Clarin Folding Chair for every purpose and need. Write today on your letterhead for beautiful, new, FREE Catalog of the complete line.



SINCE 1925...
THE ARISTOCRAT OF FOLDING CHAIRS



Stripped GEARS



My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois. Here is a favorite of Mrs. J. B. Pace, wife of an Albany, Georgia, Rotarian.

Little Claude's mother was reluctantly forced to send her precious child to school when he reached kindergarten age. She took him herself to school the first day. She gave the teacher a long list of instructions.

"My Claude is so sensitive," she explained. "Don't ever punish him. Just slap the boy next to him. That will frighten Claude."

At the Station

Never was visit
So blithe and gay!
You've made the week
Simply melt away!

But you see me off
With a wave that's wan;
Does it say, "Fare thee well!"
Or, "Get thee gone!"?

—MAY RICHSTONE

This Takes the Cake

Can you take the cake out of the second column which most nearly fits the description in the first column:

- | | |
|------------------------------|-----------------|
| 1. Thin, round cake. | (a) Tortilla. |
| 2. Corn cake. | (b) Eclair. |
| 3. Custard-filled cake. | (c) Layer cake. |
| 4. Fried cake. | (d) Pone. |
| 5. Tiered cake. | (e) Wigg. |
| 6. Seed cake. | (f) Scone. |
| 7. Small, sweet cake. | (g) Torte. |
| 8. Very rich cake. | (h) Bun. |
| 9. Tea cake. | (i) Wafer. |
| 10. Unleavened Mexican cake. | (j) Cruller. |

This quiz was submitted by Helen Houston Boileau, of Covina, California.

Yes, You Can!

There isn't one "cannot" in any of the word-game words defined below, but every word contains "can."

1. Prickly, sharp.
2. Honest.
3. A large country north of the United States.
4. To withdraw or retract.
5. Disgrace.
6. To glow with heat.
7. A magical charm said or sung.

8. A pirate; a sea robber.
9. Grease, oil, etc.
10. A vent in the earth's crust.
11. Weld.
12. A piece of timber cut of small size.
13. A human being who eats fish.
14. A variety of muskmelon.
15. A gorge.

This quiz was submitted by Melba Baehr, of Eau Claire, Wisconsin.
The answers to these quizzes will be found in the next column.

Twice Told Tales

Eight years working for the firm—never absent, never late—then one morning he came in an hour and a half late, his clothes torn, his face and hands scratched and bloody.

Boss: "Why are you late?"

"I leaned out the window and fell three stories!"

Boss: "That took you an hour and a half?"—*Rotary Reporter*, HUNTINGTON, WEST VIRGINIA.

An elderly Yorkshire couple was visiting an exhibition of domestic appliances in London, and paused to gaze through the glass panel of a demonstration washing machine at a bunch of laundry that was being swirled and

splashed. "Well," said the lady, "if that's television, they can have it."—*Cog-in-the-Wheel*, MONESSEN, PENNSYLVANIA.

A woman was called for jury duty, but refused to serve because she didn't believe in capital punishment. Trying to persuade her, the judge explained: "This is only a case where a wife is suing her husband because she gave him \$1,000 to pay down on a fur coat, and he lost the money in a poker game."

Thereupon the woman said: "I'll serve. I could be wrong about capital punishment."—*The Summit*, REVELSTOKE, BRITISH COLUMBIA, CANADA.

A farmer in great need of extra hands at harvest time finally asked Si, who was accounted the town fool, if he could help him out.

"What'll ye pay?" asked Si.

"I'll pay what you're worth," answered the farmer.

Si scratched his head a minute, then answered decisively:

"I'll be durned if I'll work for that!"

—*Spokes*, PORTLAND, OREGON.

Rude Awakening

Since my I.Q.'s tested,

I know this:

Ignorance

Was truly bliss.

—RAY ROMINE

Answers to Quizzes

THIS TAKES THE CAKE: 1-L, 2-d, 3-b, 4-J, 5-c, 6-e, 7-h, 8-f, 9-a, 10-g. YES, YOU CAN! 1. Acumaceous, 2. Candid, 3. Yes, 4. No, 5. Scandal, 6. Inconscience, 7. Incantation, 8. Bucciner, 9. Canibal, 10. Volcano, 11. Lincanny, 12. Scambling, 13. Canialoup, 14. Canialoup, 15. Canyon.

Limerick Corner

Here are the "ten best" last lines:
Except those who hope for a check.

(Tom Lamont, member of the Rotary Club of Auckland, New Zealand.)

Who wished back to Maine he would trek.
(Dean M. Travis, member of the Rotary Club of Summit, New Jersey.)

As a "card" he's the deuce in the drick.
(Elijah Swift, member of the Rotary Club of Burlington, Vermont.)

For a laugh, a house he would wreck.
(Anthony La Banca, member of the Rotary Club of Lakewood, New Jersey.)

He's in line for a killing, by heck.
(Mrs. D. M. Rogers, wife of a Dauphin, Manitoba, Canada, Rotarian.)

And they weren't the least funny, by heck.
(Lucy Stout, daughter of a Toppenish, Washington, Rotarian.)

Till duped by a nice rubber check.
(A. C. Pence, member of the Rotary Club of Coshocton, Ohio.)

Every house, save his own, was a wreck.
(T. G. Hayes, honorary member of the Rotary Club of Belvedere, Los Angeles, Calif.)

Till he wed—now SHE keeps him in check.
(Mrs. Daniel N. Barker, wife of a Charleston, West Virginia, Rotarian.)

And the Club, when he gave a dud check.
(Geoffrey W. Duffield, member of the Rotary Club of Great Yarmouth, England.)

The Fixer pays \$5 for the first four lines of a limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian Magazine*, 35 East Wacker Drive, Chicago 1, Illinois.

This month's winner comes from R. Linton Cox, Jr., a Valdosta, Georgia, Rotarian. Closing date for last lines to complete it: December 15. The "ten best" entries will receive \$2.

BREEZE WAY

A roadhog named Julius T. Breeze
Just scoffed at his wife's loud pleas.
He would pass a long line
On the steepest incline,

PRACTICAL PAIN

Here again is the bottled limerick presented in *The Rotarian* for June:
A jolly young man from Quebec
To his friends was a pain in the neck.
His practical jokes
Annoyed all the folks,

*"Doggone
that's good!"*



No ulcers here! A happy photo-engraving buyer is a sight to see. Manufacturers and advertising agencies, representing a host of big-name, national advertisers, have been placing their engraving requirements with BARNES-CROSBY COMPANY for over 53 years. They do so with confidence, knowing that each detail will be accurately reproduced... that their every whim will be satisfied... and the service prompt.

BARNES-CROSBY COMPANY.....
PHOTO-ENGRAVING • ART • PHOTOGRAPHY
225 North Wabash • Chicago, Illinois • FRanklin 2-7601





Getting there is half the fun!

AUTUMN is ideal for your visit to Europe . . . when Britain and the Continent are at their sparkling, uncrowded best . . . and ideal, too, for a gay, relaxing ocean voyage! When you go Cunard, each day at sea and each brilliant, enchanted evening is a glorious new adventure shared with interesting companions amid all the comforts of a great seaside resort. You'll delight in the bright conviviality, the thoughtful, attentive service for which Cunard is famous . . . and the marvelous food, prepared for your sea-sharpened appetite by internationally trained chefs.

See your travel agent about Cunard's lower "Thrill Season" rates.



Write for Cunard's
attractive new
brochure
"Gracious Living
at its Best."

Swimming Pool in the Queen Mary

No wonder more people prefer

CUNARD

From New York: QUEEN ELIZABETH • QUEEN MARY • MAURETANIA • CARONIA • BRITANNIC • MEDIA • PARTHIA
From Canada: FRANCONIA • SCYTHIA • SAMARIA • ASCANIA